The Convention Issue
of
THE CANNING TRADE
THE Journal OF THE Canning AND Allied Industries
ESTABLISHED 1878
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Vol. 54 Published at BALTIMORE, (every) MONDAY, FEBRUARY 22, 1932 No. 28

On page 6 of this issue

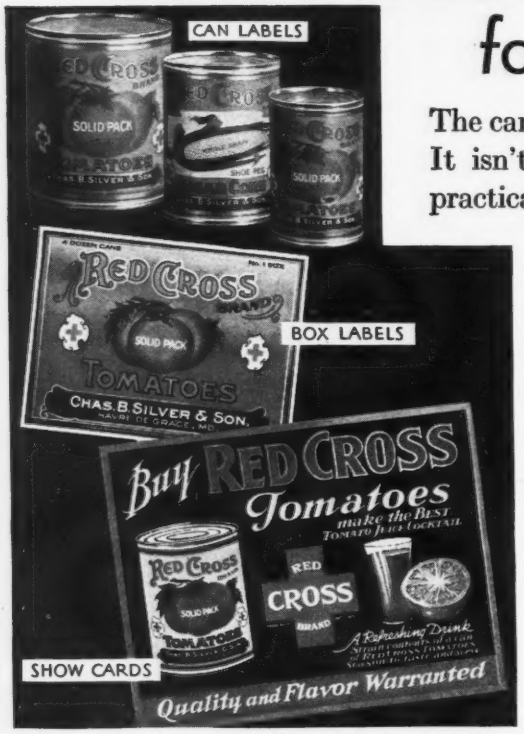
you will see an announcement headed "*A New and Unique Idea in Canned Foods Advertising and Merchandising.*" Turn to it now. Read it carefully. It is of great importance to every canner in this country.

You will want to get aboard such a practical band-wagon. You will want to get your share of its golden opportunities. But in your enthusiasm for the plan and its possibilities for the movement of canned foods, don't overlook one fact—*quality is vital to success.* Quality means repeat sales. Women may buy the other kind once—but not again. The canned foods industry wants *steady* increase in consumption, built solidly on quality. Nothing else will do.

Impress your trade with the wisdom of buying only quality—selling only quality. Then tie up with this newspaper advertising and merchandising plan—*and get results.*

NATIONAL
CANNERS ASSOCIATION
WASHINGTON, D. C.

PRACTICAL ADVERTISING
for the Canner



The canner must step out and do a little hollering these days. It isn't enough to produce the goods—you must furnish practical sales helps for your retailers. You must advertise in a practical way.

"U S" can make practical—and economical—sales helps for you—can labels that have colorful attention value—box labels that advertise your goods while in transit—show cards that retailers will gladly use because they help sell goods.

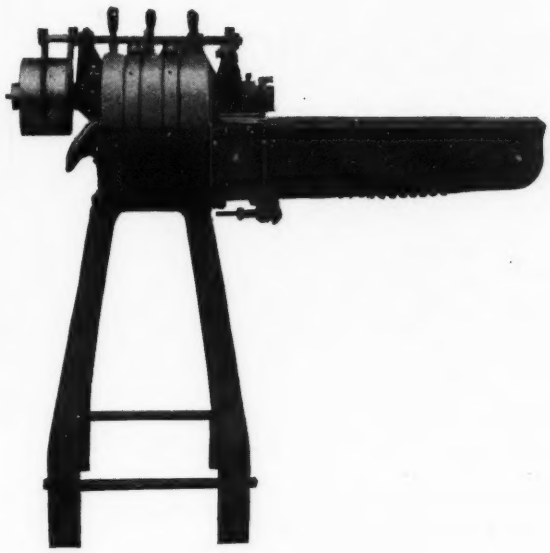
Write "U S" for samples today.

"Color Printing Headquarters"

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI	BROOKLYN	BALTIMORE
302 Beech St.	202 N. 3rd St.	102 Cross St.

TWO NEW MACHINES For CORN CANNERS



SPRAGUE-SELLS COMBINATION CORN CUTTER

Cuts either cream style or whole grain corn

Here is the machine you have been waiting for. It is a new double rotary head corn cutter that will cut either whole grain corn, cut kernel corn, or the finest cream style corn you ever saw.

In making cream style corn this new cutter scrapes the cobs so thoroughly that your yield in cans per ton is increased 10 per cent to 25 per cent.

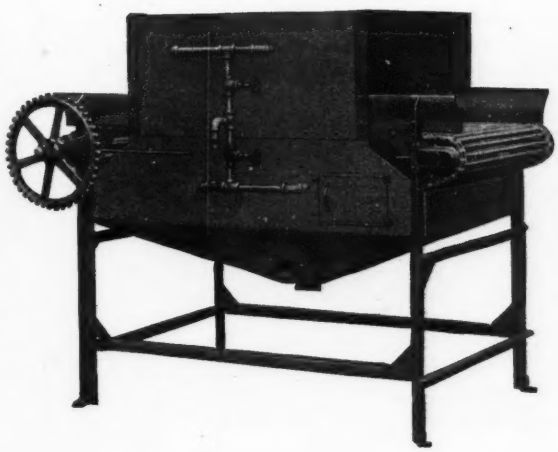
Think what this means. At least $3.75 more value in canned corn per ton of raw product. Its capacity is two tons per hour therefore, will increase your revenue $7.50 per hour or $75.00 per day per machine. Can you afford not to investigate it?

Perhaps more important even than this remarkable earning is the fact that through its absolutely uniform cutting it will produce for you the finest cream style corn you ever packed.

Many canners are planning to install new Combination Corn Cutters so that they can pack either whole grain or cream style corn at will over the same line of machinery.

This new machine cuts splendid whole grain corn and the finest cream style ever produced.

Send for full information.



SPRAGUE-SELLS HIGH PRESSURE CORN WASHER

A brand new high pressure cleaning system for canneries.

If you are packing whole grain corn you have always realized that while rotary washers were splendid for corn that was going into the cream style pack, they were not ideal for corn to be canned whole grain style. Bruising must be absolutely eliminated in whole grain corn to avoid undue waste.

Here is good news for you. Not only does the High Pressure Washer eliminate every bit of bruising but it actually does a much more thorough job of cleaning than can possibly be done in any low pressure washer, rotary or otherwise.

Every corn canner needs this washer. It will help you pack the cleanest, nicest corn you ever canned.

Install this High Pressure Washer complete with its pump which supplies water at tremendous pressure, 350 to 400 lbs. Then you can pipe your plant for high pressure cleaning of floors, equipment etc., at very small additional expense. The saving in water and labor will soon pay for the complete system.

You will use only one-third as much water and about one-tenth the labor now required for cleaning up at the end of each run.

Let us send complete details.

OTHER NEW SPRAGUE-SELLS MACHINES FOR 1932

Hi-Speed Filler	Lewis Quality Grader
High Pressure Cleaning System	Olney Duo Washer
Motor Driven Super Husker	Peerless Juice Filler
Twin Reel Grader	Peerless Giant Washer

Send for supplement to catalog S-100 covering all new machines in our line

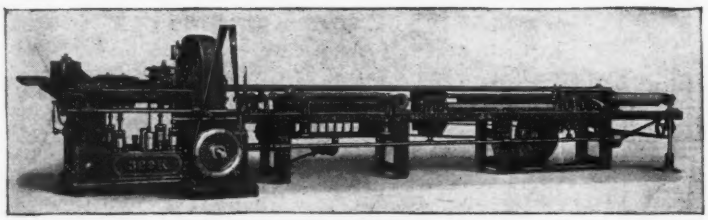
SPRAGUE-SELLS CORPORATION

Div. of Food Machinery Corp.

HOOPESTON ▾ ▾ ▾ ▾ ▾ ILLINOIS

BLISS

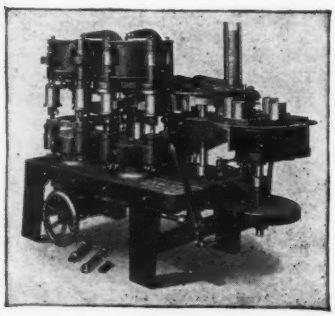
HIGH SPEED AUTOMATIC CAN MAKING MACHINERY

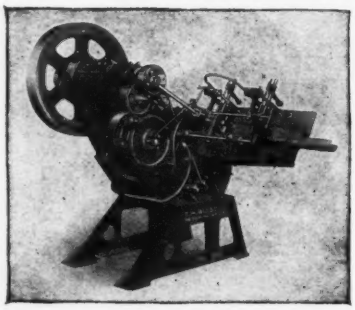


300 A MINUTE LINE

Bliss Automatic Can Making Machinery is the product of over half a century of experience, accumulated knowledge and continuous improvement.
It is built for permanence and combines the essential qualities of correct design, substantial construction, absolute dependability and highest possible speed.
It is backed up by the sincere personal pride of the manufacturer in the lasting satisfaction it gives in service.

300 A MINUTE LINE





BLISS for MACHINERY

E. W. BLISS CO. BROOKLYN, N. Y.

Sales Offices:

DETROIT CLEVELAND CHICAGO DAYTON PHILADELPHIA
ROCHESTER BOSTON NEW HAVEN

Once upon a time there were no canned foods—but those days are gone forever. Today more canned foods and more cans are being used than ever before. Heekin cans are well known and well thought of because there is a rule in the Heekin factory that every order —no matter how large or small —must go out on time. Traffic Manager sees the car through to its destination, so that it arrives on-the-dot. If you deal with Heekin you find a friendly willingness to serve that is building a bigger business on Heekin Cans year after year.

You'll find them everywhere..

HEEKIN CANS

The Heekin Can Co., Cincinnati, O.

A New and Unique Idea *in* CANNED FOODS ADVERTISING *and* MERCHANDISING

—the *first* associational advertising campaign benefiting all factors of the industry and trade —which will both educate and *sell* consumers.

—the first to make it possible for all trade factors to tie up directly with each ad, in the same paper and right by the Association's advertisement.

—the first to make retail merchandising tie-ups desirable, practical, and *profitable.*

—the first associational campaign conceived to actually *move goods* within 24 hours after each advertisement appears.

THAT is the Canners Advertising Committee's 1932 Plan—advertising and merchandising that *educates* as much as ever, that *sells* more than ever.

She reads tonight—she buys tomorrow

Beginning in February, there will appear in about 50 leading cities a series of half-page *newspaper* advertisements by the National Canners Association.

Half Pages in newspapers week in and week out. Not small space, but large, impressive, 4 column advertisements running right down the middle of the page.

In over 8,000,000 homes each one of these ads will be seen and read by the most important Canned Food buyers of all—women.

The newspapers they read tonight are their shopping guides tomorrow. Could there be a better time to talk with housekeepers about the economy, healthfulness convenience, safety and variety of canned foods—to educate and sell a few hours before women shop?

Opportunity for sale

On each side of the hard-working Canned Food advertisements are two open columns for the tie-up advertising of canned foods only by retailers, wholesalers and canners.

Here lies a golden opportunity. It is the first time National Canners Association advertising could be capitalized so directly and in such a practical and specific way.

This is a once-in-a-lifetime merchandising opportunity —a way to benefit directly from National Canners Association advertising and use it to make *your* advertisement doubly effective. Put your sales manager and advertising advisers to work to capitalize the many opportunities this plan opens to you.

A 100% canned foods page—one-half of it educating, selling, interesting women—convincing them that canned foods are pure, economical, healthful, convenient, etc.—the other half open to retailers, wholesalers and canners for retail and brand advertising of canned foods only.

Don't miss this merchandising opportunity! Late comers will naturally have to take space on opposite page. In order to make the plan effective and fair for all, no one advertiser may dominate the National Canners Association page as far as size of advertisement is concerned.

Watch for merchandising plans and complete facts

It is the intention of the Committee to begin the 1932 newspaper advertising as early in February as possible.

A complete outline of the plan naming the cities and the newspapers, together with Merchandising Manuals containing practical ideas for capitalization of the campaign, will be mailed soon to canners, brokers, wholesalers and retailers.

A Merchandising Division of the Canners Advertising Committee has been established in New York at 49 West 45th Street under the direction of Mr. C. P. Pelham.

After you have received the full details of the campaign, manuals, etc., any further inquiries concerning the merchandising features of the campaign should be addressed to Mr. Pelham at the above address.

NATIONAL CANNERS ASSOCIATION

WASHINGTON, D. C.

THE CANNING TRADE

THE JOURNAL of the CANNING and ALLIED INDUSTRIES

Established 1878

THE CANNING TRADE is the *only* paper published exclusively in the interest of the *Canned Food Packers* of the United States and Canada. Now in its fifty-fourth year.

Entered at the Postoffice, Baltimore, Md., as second-class matter.

TERMS OF SUBSCRIPTION

One Year	$3.00
Canada	$6.50
Foreign	$5.00
Extra Copies, when on hand, each	.10

Advertising Rates Upon Application.

PUBLISHED EVERY MONDAY
BY
THE TRADE COMPANY
ARTHUR I. JUDGE
MANAGER AND EDITOR

107 SOUTH FREDERICK STREET
BALTIMORE, MD.

Telephone Plaza 2698

Make all Drafts or Money Orders payable to THE TRADE COMPANY.

Address all communication to THE CANNING TRADE, BALTIMORE, MD.

Packers are invited and requested to use the columns of THE CANNING TRADE for inquiries and discussions among themselves on all matters pertaining to their business.

Business communications from all sections are desired, but anonymous letters will be ignored.

ARTHUR I. JUDGE, *Editor.*

Vol. 54 BALTIMORE, FEBRUARY 22, 1932 No. 28

EDITORIALS

AWAKENING AT LAST—To say the least it would seem superfluous to add any words to the torrent of words you have in this big issue, but there has come to our desk this week two splendid editorials that are most pertinent to the whole industry, and which fit in strikingly well with all that was done at the Convention, in the sense that the industry is trying to help itself.

As if marketing conditions and prices of all canned foods were not bad enough there has been more or less of a campaign of destruction carried on, the aim of which was to still further depress prices, and even to the extent of driving good firms out of the business. In brief it consists in spreading rumors about a canner, who, for instance, may be carrying a lot of corn, to the effect that it is in serious financial difficulties, with an ominous shake of the head, indicating that its affairs are about to be wound up—it is in a bad way! The truth is that if let alone without such rumors, it would pull through and come out all right; but with these rumors afloat, everyone to whom it owed money, of course, rushed in demanding payment—made a run upon it, just as has been done on the banks—and, of course, this produced the result rumored. But before it succumbs it tries to realize what money it can by throwing its corn on the market, at any price obtainable, and that is here the rumor monger cashes, that is what he has been after. It is as dispicable an action as the ghoul who robs a grave; worse for the grave holds but a dead body, and this action kills.

There is a law against this, as there ought to be, and Mr. "Tom" Dye tells us that there has been formed a committee to scotch these dispicable characters; that the canners are ready to fight back, and that indeed is good news. Here is what he says:

"The writer has just been informed that as a result of the Campaign that has been carried on by some distributors and many brokers the past few weeks, an investigation is being made, by competent legal authority, with a view to bringing proceedings against persons, firms or their representatives who use the mail, telephone or telegraph in making false and/or misleading statements with intent to force down prices.

It is claimed that there is a criminal law that makes it a felony to make or issue a false statement with intent to affect values of stocks, bonds, or securities of any corporation, and that such false statements as have been made, do have the result of depressing the stocks, bonds and securities of canning corporations.

There should be some way to stop these unfair and unethical practices. The fact that some canner is forced to liquidate his holdings at a tremendous loss because he is a bankrupt, is not a sufficient reason why brokers and jobbers should have a license to peddle such information in a surreptious manner in order to demoralize an industry.

No one will find fault with a buyer picking up a bargain when it is available, but when that buyer and many others use such an incident to demoralize an industry to the ruin of many honorable persons and innocent victims, the law should step in.

The writer has no patience with men who continually prat about wanting a stabilized price and yet who keep the telephone and telegraph wires hot preying upon weak and almost helpless firms who are being forced nearer to bankruptcy each day because of such unfair practices.

This matter is being investigated under the direction of a lawyer who has made a record of bringing men to account for evil doing, and here's hoping that he finds the way, as the canners have been helpless against this practice."

HERE IS ANOTHER—The following contribution is so thoroughly along lines that we have advocated for years, that it needs no introduction; but that we have reached the day when the canners are

ready to advocate such essentially primal actions as this writer here discusses, does, indeed, mark a new day. We give it to you, with the heading supplied by the contributor, and just as received.

Take it and read, and think:

IS IT POSSIBLE TO HAVE ANY STABILITY IN THE CANNING BUSINESS?

We have heard many arguments about the small canner operating on a shoestring and being under-financed. Would markets STAY on an even keel and yield profits on the large investment if all canners were adequately financed today? Regardless of how strong the canning industry would be financed, we would always have some canner who would doubt the future and could be coaxed by his broker or his salesman to accept just a little lower price. A drop by one canner, another drop by another canner, and we would soon be in the same shoes we are in today. Would a canner make these reductions in price, simply at the other fellows urge, if he knew he had a definite demand for "his" goods?

Field Warehousing is an ideal way to obtain this additional money needed. It is within the reach of every canner. If this is the goose that is going to lay golden eggs for the canners, one would expect to see a grand rush for field warehouses.

Co-operative Sales Corporations are a good step in the right direction but they cannot cure the evils of forced sales if they come from too many places at the same time. Right here let us ask ourselves, how many canners were not, at one time or another, forced to liquidate some goods for ready money, simply because his banker doubted the future, and because the canner did not have an established demand to look forward to. Very few, if any, did not have this experience.

The New Advertising now going on will undoubtedly increase the consumption of canned foods and will give increasing volume to the distributors, which business, by the way, is more difficult to get started than the canning business. It will increase packs by increasing consumer demand and will naturally increase the sale of empty tin cans. The campaign may help a little for the next year or so, but as time goes on, there will be new canneries growing up like mushrooms and we will have the same over-production that we have now—if that is the cause of our present ills.

Consolidation into one or two large trusts may stabilize things. The law would prevent it today. Even if this were possible, there would still be chance for parasites to work alongside at little or no profit and the possibility of sales for *buyer's labels* would help them along and coax others into the business.

Wouldn't it be better to do something that would let our present canners to stand or fall on their own merits? Quality packing will go so far but "price" is the untamed Jackass that no one seems to be able to hold in check.

Now let us discuss these buyer's labels of which we see so many. Can any one canner establish a definite demand for "HIS" pack under any buyer's label, a demand that he can rely on to absorb his future packs? Right here is a major question that the writer would like to see answered. If it cannot be answered "yes", under our present trade customs, then what incentive is there to stick to the canning business as a life's work. Wherein lies the glory or reward?

An example of the uncertainty of business under a buyer's label can be illustrated by a new canner's sales the first year he is in business. If he packs quality good enough for some buyer's label, and in order to get his pack sold, names a price 2½c a dozen less than the packer originally supplying goods for the same label, he gets the business and the former packer, who, possibly, was working hard for years to keep up his quality for that buyer, has then to find a new outlet for his pack. The old experienced packer is then in the same position as a new man just starting in business and has to cut prices to get in with some other buyer. A buyer cannot be criticized for trying to get the lowest price if he can get the quality he wants.

We have food laws to protect the wholesomeness of all foods. Why not insure their enforcement by adding one more, "TO REQUIRE EVERY ARTICLE OF FOOD TO BE LABELED UNDER PRODUCER'S OR MANUFACTURER'S LABEL,"—whether it be dried prunes or canned corn.

The canners would then be under an abstract force to pack and maintain quality if they hoped to survive the consumer's acceptance or rejection of the goods. The quality canner would be rewarded for his efforts by establishing a definite demand for his pack. Consumer demand would build him up and the jobber would not leave him if there was any co-operation between them. The poor quality fellow would eventually fade out of the picture. No one would buy his goods except at a price and that would finish him.

Notice the stability of some of our packer's label companies today. Could Campbell Soup Company afford to slip in a few cars of poor quality soup under their regular label? Could California Packing Corporation get by with a few cars of substandard peaches under their Del Monte Brand? Could Libby do likewise? There are numerous other examples in all lines.

Let us summarize what national use of producer's labels would do.

1. It would *force* the packer to meet *fair* competition of like quality goods if he wanted to keep his buyer and maintain his trade with the consumers.
2. It would *force* him to keep his quality up to his established grades to hold repeat business.
3. It would *force* him to carefully estimate the size of his pack commensurate with the demand that he has.
4. It would *force* the elimination of "junk" quality, that is occasionally being packed now, and in turn would eliminate the prejudice that is now evident against canned foods in general.
5. It would foster additional backing by the bankers.
6. New canners could not establish themselves over-night. They would live or die in fair competition.

On top of all this, the wholesaler or chain handling the line should demand a guarantee against decline in price, compared with some competing brand of like quality.

Stability in prices, fair competition, and co-operation with distributors would then become evident and necessary.

In connection with the foregoing discussion, the writer has a prediction to make. If producer's labels are not brought to the front again, we will always have demoralization in the canning industry, regardless of statistics or modern sales groups, and eventually the canning end of this food game will be absorbed by the distributors who now have their labels established.

Make this an industry based on MERCHANDISING, rather than the whims of a treacherous fluctuating market.

OFFICERS NATIONAL WHOLESALE GROCERS ASSOCIATION FOR 1932

President—Carl H. Schlapp, Krenning-Schlapp.

Vice-Presidents—Milton W. Griggs, Griggs, Cooper & So., St. Paul, Minn.; Henry King, King Dobbs & Co., Chattanooga, Tenn.; C. P. Meredith, Steele & Meredith Co., Springfield, Ohio; Winthrop C. Adams, Rival Foods, Inc., New York City, N. Y.

Treasurer—E. Franklin Brewster, Brewster Gordon Co., Rochester, N. Y.

CANNERS' CONVENTIONS

March 16-19, 1932—Canners' League of California, Annual, Hotel Del Monte, Del Monte, Cal.

CANNED FOODS STORAGE

MONEY Loaned on Consignments at reasonable rates of interest - on our own negotiable Warehouse Receipts.

For full information, write us direct or consult your Brokers.

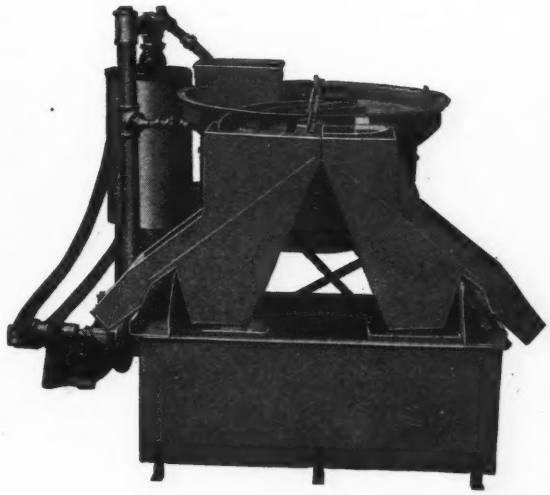
WAKEM & McLAUGHLIN
(INCORPORATED)
225 E. ILLINOIS ST., CHICAGO, ILL.

TWO NEW MACHINES For PEA CANNERS

LEWIS IMPROVED QUALITY GRADER

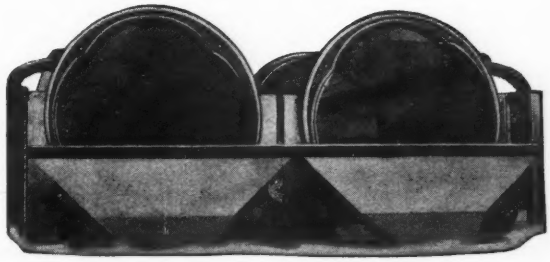
For peas, lima beans, etc.

How often it is true that "the simplest is the best". The Lewis Quality Grader or brine separator for peas, lima beans, etc., is the simplest and most moderately priced machine ever built for this purpose. Dozens of them were installed during the 1931 pea season and proved beyond the shadow of a doubt that they are the best quality graders ever built.
Not an operating part in it except the pump. The job is done entirely by currents of liquid brine, gently yet positively.
The Lewis Grader makes a highly accurate separation of the tender and firm peas. It assures only fancy peas in your fancy grade. It even increases the quality of your lower grades through eliminating lack of uniformity.
Whether the large percentage of your peas runs to fancy, extra standard or standard, you need this fine machine. If you are a standard packer, the Lewis will insure your peas grading standard according to the McNary-Mapes requirements. This is important. The Lewis machine can earn its cost for you many times over the first season.
Its price is ridiculously low.
Won't you write us for complete information.



SPRAGUE-SELLS TWIN REEL CLOVER-LEAF PEA GRADERS

The outstanding improvement in pea graders in recent years is the adopting of the cloverleaf type of screen which gently brings all of the peas into contact with the surface of the screen and entirely eliminates whipping.
Another important forward step is the twin reel system, obtaining double the capacity of old style large diameter graders in the same floor space.
Both these features are combined in the new Sprague-Sells Twin Reel Cloverleaf Graders. They are built in two types, the progressive, in which grading progresses from smallest to largest sizes uninterrupted, and a brand new regrading grader in which both preliminary grading and regrading are done on a single level. This regrading twin reel grader gets away from double decking, saving not only floor space but head room.
One of these new machines will fit your present grading room and double your capacity and grading efficiency.
Let us send you full information on the advantages of the Cloverleaf principle and the Twin reel system.
Write us today.



Other New Sprague-Sells Machines for 1932

Olney Duo Washer
Motor Driven Blancher
Combination Corn Cutter
High Pressure Corn Washer
Hi-Speed Filler
Motor Driven Husker
Peerless Juice Filler
Peerless Giant Washer

Send for supplement to catalog S-100 covering all new machines in our line.

SPRAGUE-SELLS CORPORATION

Div. of Food Machinery Corp.

HOOPESTON - - - - ILLINOIS

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The Annual Conventions

25th National Canners—The 44th Canning Machinery and Supplies The 29th National Food Brokers Associations

CHICAGO, JANUARY 25-29th, 1932

National Canners Association

THE CONVENTION

IT is spoken of as a 60% Convention, referring, of course, to the attendance, which would mean possibly three thousand present. Everyone seemed to have a different idea on this, and one man's guess was as good as another, without consulting the registration offices, and we did not do that for obvious reasons. It is just as well to let it stand as spoken of.

What did it do towards straightening out any of the many difficulties in which the industry now finds itself? At least as much as any of our governmental or political officials have done or can do, and that is almost, if not exactly, nothing. How could it? That does not mean that the Convention was useless; far from it. On the contrary it was very helpful, and its value will undoubtedly be better realized as time moves on. Last year President James A. Farrell, of the United States Steel Corp., told us that business had reached the bottom of the depression; and this year Mr. Olsen, of the Bureau of Agricultural Economics, U. S. D. A., endeavored to show the industry how it might be able to crawl up from that bottom.

There were loud cries in almost if not every Sectional meeting that something definite be done towards helping the industry out of its troubles, these questions taking the form: "Are we going home from here without having done something towards the correction of the trouble?" In that respect there was more real vigor shown than has been seen at any convention for many years. Frank Shook blew up the works in the Tomato Section, in one of his passionate speeches, over the absurd regulation in the McNary-Mapes law as regards the presence of skin in a can of tomatoes; and "Tom" Dye, after laboring all the week with his corn canners in private sessions, broke out in the Corn Section meeting with a bang that startled every one, and demanded that the corn canners act, do something and not just permit things to drift on to ruin. "You all know what you want, you all know what must be done. Why don't you do it?" But they did not there any more than they had done in the Tomato Section earlier. What could they do?

The Board of Directors of the N. C. A. held an interesting meeting, as the first of the Convention meetings and as they always do, but for the first time on record they adjourned to meet again before the end of the Convention, in order to first hear what Mr. Olsen had to say in a saving way in his address before the opening session of the Convention, on Monday afternoon. That second meeting is a record. And before this first session of the Board adjourned they heard the resolution of the Pennsylvania Canners' Association, asking for a reduction in the prices of cans, and they took action upon it. That's interesting.

Was any business done by canners with the wholesale grocers, or other buyers? The almost universal reply was "no". There were some future contracts made, but only with those old buyers who annually place this particular business with a particular canner, and then only where this action had become habit from long standing. Doubtless there were a number of quiet deals put through, and be it said to the credit of the large number of brokers present, they labored long and hard, so hard in fact that others complained that they kept the canners confined to their rooms so that others could not see them, or at least had no chance to see them. Decidedly emphatic expressions by machinery and supply men on this phase of the Convention seemed more numerous than usual, possibly because of the difficulty and scarcity of all orders.

And what about these machinery and supply men, and of their big Show? Did they do any business? If anyone did he did not admit it, and the general, and decidedly emphatic reply was: "not a damn dollar's worth." Their resentment was not against Chicago, or any phase of the Convention, but against banking conditions which made it impossible for buyers, who wanted to place orders, and could not, or in other words against prevailing business conditions. That, we believe, should be said in justice, but if there were any among these showmen who wanted to return to Chicago, no one heard him say so, and one seems perfectly justified in saying that the unanimous, and decidedly strong feeling, is that the Convention must not return there again, at least for a while. Atlantic City seemed to far outdistance all others, with New Orleans trailing far behind, as second choice. And there is rapidly growing in the minds of these exhibitors a newly suggested plan to exhibit every other year. All realize that this would give new life, and much in the way of a surprise to the big show, and end the feverish striving now to change old models to make them look new, for the annual show. With two years intervening the show would be a much more attractive novelty, and it is said that other industries which have done this found it paid well. The idea is not to drop the show if the Convention goes to Atlantic City in 1933, but to start from then and to drop it every other year thereafter. It now looks like that would be the plan.

OUR CONVENTION ISSUE—One of the very considerable services which we have rendered for years to our readers, has been to have expert reporters attend every session of the Convention, and to report every spoken word, whether in set address or the discussions, and those of you who have ever had any court ex-

perience will recognize that this is very expensive. In late years, to avoid duplication and to reduce expenses, The Canning Trade and The Canner of Chicago have reported the sessions, in full, jointly, and divided the expense. With this copy in front of us we use to merely carefully edited it, for any possible inaccuracies or misstatements—and speakers frequently contradict themselves, and in debate men often say one thing when they are speaking to the point of another, just a slip of the tongue which the audience understands, but which in the printed record would be serious—but with this single exception the record has been reproduced in issues which ran to over two hundred pages, and which alone, you can readily understand, cost several times the amount of a yearly subscription. In doing this we knew that there was an immense amount of repetition, but we offered the record as verbatum, and it was so given.

In this issue, in the interest of economy, we are going to depart from that. We have in front of us the record of every meeting, every word of all of them; but we are going to delete all the unessentials, drop all superfluous words and repetitions, confining the account to a strict record of the meetings, exactly as they happened, and reserving the important, scientific addresses for special attention in later issues. This will bring the printed record of the Convention into a smaller number of pages; easier for you to digest and to get the full value from, but effecting a heavy saving in cost to us. Numerous readers protested the veritable torrent of words given in other years' Convention issues, as making it impossible to read, for in fact last year's record ran to a few short of one million "ems" of type, as type is measured, or the equivalent of four to five big popular novels. This new way of presenting all the facts will meet their approval, and we know that any of you who may have a fear of missing something, will find it more serviceable, and we believe will like it better, too.

And so you will find it recorded in the following pages.

MEETING BOARD OF DIRECTORS

Monday Morning, January 25th, 1932

THE Board of Directors of the National Canners Association met, as the first session of the 1932 Convention, at 9.30 Monday morning, in Private Dining Room No. 2, and before it was well underway the room was filled. Their meeting is always thrown open to the Chairmen of the various Sections, and to the officers of the various State or regional associations.

President Harding wastes few words and less time. After the roll call, and the listing of deputies to replace absent members of the Board, President Harding referred all to the printed copy of his annual report, and Secretary Gorrell did the same, the two reports being contained in the printed pamphlet distributed at the Convention, and in this pamphlet was also the report of the expert accountants who had examined the books of the Association, and presented the condition of the finances in detail.

President C. E. Hume, Chairman of the Finance committee, presented the tentative budget for 1932, showing reductions all down the line, and the complete elimination of some features. The Association is upon a reduced schedule in keeping with the times. Along with this came a reduction in the dues, and this new reduced rate of dues was approved by the meeting.

A resolution empowering the President to appoint a committee to defend members against excessive damage claims, and to set up a fund and to arrange insurance protection against same, was favorably acted upon.

A resolution was passed to put in force the following recommendation of President Harding in his annual address:

"The relative prices and values of raw and canned foods are of such importance that I recommend the establishment by and within the Association of a service to our members whereby they may be informed at least once a month of the average retail prices of stated grades and sizes of leading staple canned foods as compared to the retail prices of corresponding grades and quantities of the same raw foods in our principal distributing centers."

The following resolution passed at the annual Convention of the Pennsylvania Canners Association, on December 15th, was presented to the Board:

In view of the existing extremity facing the canners and the necessity of their making every effort to reduce production costs in line with present commodity prices,

BE IT RESOLVED, that the Pennsylvania Canners' Association petition the Can Manufacturing Companies, and the Tin Plate Manufacturing Companies, to extend to our industry every possible relief at this time by reducing the cost of containers to the lowest possible level,

And that a copy of this resolution be sent to each of the Can Manufacturing Companies, the Tin Plate Manufacturers, the other State Canners' Association, and to the National Canners' Association, for proper consideration and action.

The above was recorded enthusiastically, with urgings to reread it with much vigor, and the following resolution was passed in full voice:

"The Board of Directors of the National Canners Association approves the resolutions of the Pennsylvania Canners' Association adopted on December 15, 1931, as expressing the conviction of the canning industry throughout the United States.

It is felt that in order to meet the present business conditions the canning industry must have the full cooperation of all can makers and tin plate manufacturers in reducing the cost of production in order that its products can be sold on a fairly competitive basis.

The Board therefore recommends that the National Canners Association, through its executive officers, make proper representation to the manufacturers of cans and tin plate that a substantial reduction in the cost of containers is necessary in order to meet the present situation."

Despite the apparent unaniminity of the demand for lower can prices one prominent member of the Board, a producer of a specialty in cans, voted "no" to this resolution, and there was one other "no" but who registered it we did not find out. So even on this question there seems to be divided sentiment, and some must be satisfied with can prices.

In the matter of Canadian exports, Secretary Gorrell reported that previous efforts to afford protection, through the tariff, were not as effective as desired, and a better way was found through the adjustment of foreign money values to our own; but that to do this needed legislation was required, and this was now being attempted, since other products are suffering along with canned foods. And it is not only canned tomatoes, but salmon, sardines, etc.

The theme song of this Convention, "Meeting 1932 Conditions," was next on the program of this Board meeting, and Mark Anthony would never have had to ask the lend of any ears if he had been sitting in the Chairman's seat, looking out on this audience. No rabbit, pursued as if it were a ravenous, maneating monster, by man, dog and gun, ever cocked his ears to catch the slightest strain, or every particle of sound, as did these men. Mr. Nils A. Olsen, Chief, Bureau of Agricultural Economics, U. S. D. A., present in the audience, was introduced as the first speaker at the opening session of this Convention, on that same afternoon at 2.30, and he was asked if he would not briefly outline the answer he would make in his address, now for the benefit of the Board. Mr. Olsen complied by touching the high spots, saying he did not wish to rob his set address.

Later on the Board, in conjunction with the discussion on the question of corn and what to do with it in 1932, decided by resolution to adjourn and to meet again before the end of the Convention, to give due consideration to Mr. Olsen's recommendations, and to take some action in the corn matter. To that end a comprehensive committee was appointed to confer with Mr. Olsen and to study the matter and to report back at the later meeting of the board, and which later meeting was held on Thursday afternoon. Meantime, however, the report of this committee had been read before practically all sectional meetings.

Mr. Howard Orr, President of the Ohio Canners' Association, who had presented the proposed future contract for corn canners, and had discussed its various features with vim and clarity, urged some action. The proposal was, on motion, referred to the Conference Committee.

This brought the session to a late hour, but other matters were not hurried through, however, before Secretary Gorrell had read a letter from Mr. Walter G. Campbell, Chief of the enforcement division of the food and drug law, including the McNary-

Mapes amendment. Mr. Campbell stressed the necessity of plain, truthful and clearly plain statements of the weight of contents upon all packages. This regulation has already been given the industry in these pages.

Thursday's Session

President Harding called the meeting to order promptly and asked Mr. Ben Nott, Chairman of the special committee, to report, and Mr. Nott made the following report, and it was accepted.

The following motions were passed by the Committee:

1. That the work of the Committee in its initial stages be limited to consideration of corn, peas and tomatoes.

2. That it be recommended that a standing Committee of the Association be appointed to cooperate with Government departments in developing information on the production, distribution and consumption of canned foods.

3. Recognizing that after statistical information and forecasts are available, cooperation within each commodity will be required if production is to be rationalized; we recommend that the Corn Group, Pea Group and Tomato Group proceed to organize machinery for the distribution of the information in the most effective way possible.

GENERAL SESSION

Monday Afternoon, January 25, 1932

THE opening session of the Twenty-fifth Annual Convention of the National Canners Association held at the Stevens Hotel, Chicago, Illinois, January 25-29, 1932, convened at two-thirty o'clock, Mr. Francis A. Harding, Watertown, Massachusetts, President of the Association, presiding.

The opening invocation was offered by the Reverend Dr. Vogt, Minister of the First Unitarian Church, of Chicago.

PRESIDENT HARDING: I wish to make a brief statement. Few men achieve and fewer long retain, in any industry a position of such national prominence and respect as that of Royal F. Clark, of Beaver Dam, Wisconsin, whose sudden and untimely death last July was one of the saddest events of our year. A pillar of strength and sound judgment to the councils of the National Canners Association, a former President, and at the time of his death a member of the Administrative Council, as well as Chairman of both the General Advertising Committee and the Conference Committee with Distributors, Roy was always an indefatigable and dependable worker for the welfare of the canning industry.

His keen, analytical mind, trained in the law, and his experience in the problems of manufacturing and marketing, gave him a position of national and unquestioned leadership among us. In attempting to become reconciled to such a loss, let us all be thankful for his example of vigor, of vision, of courage, and of fairness, just as the recollection of his affection is cherished by those on whom it was bestowed.

Ladies and Gentlemen, I ask you to rise for a moment of silent tribute to the memory of Royal F. Clark.

According to the By-Laws, it is the duty of the President to announce certain committees.

First, the Committee on Business, to consider the officers' addresses, and so forth. That matter is hereby respectfully referred to the Committee on Resolutions, which has already been appointed.

Another committee prescribed by the By-Laws is an Auditing Committee. That has usually been the duty, and properly so, of the Finance Committee; and I am going to ask the Finance Committee to act as the Auditing Committee of the Association.

A third committee is the Nominating Committee. That committee has also necessarily been appointed and has held a meeting, and I believe it is now ready to make a report through its Chairman, Mr. Harry L. Cannon.

The Election

OFFICERS

President—Marc C. Hutchinson, Michigan Fruit Canners, Inc., Fennville, Mich.

First Vice-President—Mark Ewald, Olympia Canning Co., Olympia, Wash.

Second Vice-President—Leonard E. Wood, California Packing Corporation, San Francisco, Calif.

Secretary-Treasurer—Frank E. Gorrell, Washington, D. C.

DIRECTORS

John Speyer, Kauai Pineapple Co., Ltd., San Francisco, Calif. (Kauai, T. H.).

Alfred E. Eames, California Packing Corp., San Francisco, Calif.

Charles F. Williams, Cutler-Lobingier Packing Co., Oakland, Calif.

Joseph Shapiro, California Sanitary Co., Ltd., Los Angeles, Calif.

Seth H. Soule, Monmouth Canning Co., Portland, Me.

Milroy Warren, R. J. Peacock Canning Co., Lubec, Me.

Wm. F. Dietrich, Minnesota Valley Canning Co., LeSueur, Minn.

Henry G. Seaborn, Alaska Pacific Salmon Corp., Seattle, Wash.

J. O. Holt, Eugene Fruit Growers Association, Eugene, Ore.

Howard C. Morgan, John C. Morgan Co., Traverse City, Mich.

Joseph B. Weix, Oconomowoc Canning Co., Oconomowoc, Wis.

F. B. Childs, Libby, McNeill & Libby, Chicago, Ill.

FRANCIS A. HARDING
Retiring President
National Canners Association

Howard A. Orr, Winorr Canning Co., Circleville, Ohio.

Albanus Phillips, Sr., Phillips Packing Co., Cambridge, Md.

Robert Mullree, Snider Packing Corp., Rochester, N. Y. (re-elected for term of two years).

Hershel E. Rathfon, Caar Canning Co., Redkey, Ind.

John S. Souder, Greenfield Packing Co., Greenfield, Ind.

John B. Stokely, Stokely Brothers & Co., Louisville, Ky.

Sid R. Clift, Ames Canning Co., Ames, Iowa.

Clifford L. Wright, Pleasant Grove Canning Co., Pleasant Grove, Utah, to fill the unexpired term of Mr. A. S. Daggett, resigned.

Members of the Board of Directors whose term of office did not expire and who hold over for the coming year are:

H. J. Barnes, Kaysville Canning Corp., Kaysville, Utah.

E. E. Chase, Jr., Richmond-Chase Co., San Jose, Calif.

James D. Dole, Hawaiian Pineapple Co., Ltd., Honolulu, T. H.

R. A. Greb, Clintonville Canning Co., Clintonville, Wis.

Hervey P. Hall, J. H. Hoffecker Canning Co., Smyrna, Del.

G. Sherwin Haxton, Haxton Canning Co., Oakfield, N. Y.

T. C. Hayes, American Packing Corp., Evansville, Ind.

S. C. Hemingway, H. C. Hemingway Co., Syracuse, N. Y.

H. C. Herrington, Floridagold Citrus Corp., Winter Haven, Fla.

Bismarck Houssels, Van Camp Sea Food Co., Terminal Island, Calif.

Edward H. Jacob, Jr., Edw. H. Jacob, Inc., West Chester, Pa.

S. D. Jastremski, Pelican Lake Oyster & Packing Co., Ltd., Houma, La.

Fred E. Jewett, G. S. & F. E. Jewett, Norridgewock, Me.

H. F. Krimendahl, Crampton Canneries, Inc., Celina, Ohio.

C. N. Lovegren, Hunt Bros. Packing Co., San Francisco, Calif.

B. E. Maling, Ray-Maling Co., Hillsboro, Ore.

H. O. Malsbury, Bozeman Canning Co., Bozeman, Mont.

Karl Mayer, Kuner-Empson Co., Brighton, Colo.

C. K. McMillin, W. H. Pride & Co., Bellingham, Wash.
Chas. S. Morrill, Burnham & Morrill Co., Portland, Me.
Guy E. Pollock, Marshall Canning Co., Marshalltown, Iowa.
E. Pritchard, E. Pritchard, Inc., Bridgeton, N. J.
Walter A. Reed, Lake Odessa Canning Co., Lake Odessa, Mich.
Evan Reicheldorfer, Sears & Nichols Corp., Chillicothe, Ohio.
Henry Soltau, Hussa Canning & Pickle Co., Bangor, Wis.
Morton Stenhart, Otoe Food Products Co., Nebraska City, Nebr.
D. H. Stevenson, Torsch-Stevenson Corp., Baltimore, Md.
Richard Stringham, Woods Cross Canning Co., Woods Cross, Utah.
Charles G. Summers, Jr., Charles G. Summers, Jr., Inc., New Freedom, Pa.
Chas. P. Taylor, California Packing Corp., Chicago, Ill.
Henry P. Taylor, Taylor & Caldwell, Walkerton, Va.
Walter Trego, Hoopeston Canning Co., Hoopeston, Ill.
Carl B. Urann, Cranberry Canners, Inc., South Hanson, Mass.
Newlin B. Watson, R. S. Watson & Son, Greenwich, N. J.
Royland Williams, Williams Cannery Co., Glasgow, Mo.
W. Earle Withgott, Talbot Packing & Preserving Co., Easton, Md.

The motion was put to a vote and carried unanimously.

PRESIDENT HARDING: Is Mr. Hutchinson in the room? (Present.) (Applause.) How about Mark Ewald? (Present.) (Applause.)

I hope for your respective stations in the year to come that the National Canners Association does not toe the mark. (Laughter.)

Now, gentlemen, I am very, very glad to present the subject of greatest importance to be discussed and considered this afternoon, "Planning Adjustments in the Canning Industry," and to introduce to you Mr. Nils A. Olsen, Chief of the Bureau of Agricultural Economics, in the United States Department of Agriculture. Mr. Olsen. (Applause.)

Planning Adjustments in the Canning Industry

By NILS A. OLSEN

I HAVE the feeling that I am just a little of a stranger in this group by reason of the fact that I am not familiar with as many of the faces as I usually am when I attend conventions, but on further thought I know that that is all wrong. I have a real contact with the National Canners Association. During the past ten years I have had a very close contact with the representatives of this organization at Washington; and my Bureau has worked, I think Mr. Gorrell will say, quite intimately and effectively with that Association.

It is my first appearance before your convention, and I deem it a privilege to address the representatives of an industry, the product of which totals $700,000,000 or $800,000,000, according to the last census report.

I am not appearing before you today with a written speech. We are very busy at Washington with Congress holding hearings daily and with all the troubles, it seems, throughout the country registering at that point. Furthermore, I received an admonition from your Secretary that I had better keep away from manuscripts. I think perhaps that he had heard me read one and stumble over it.

As a matter of fact, I have an aversion for reading manuscripts. I think that they are very much like attempting to court a girl through a hedge fence—you make yourself heard all right, but you have difficulty establishing the contact. (Laughter.)

I am not coming here today to tell you people what to do. There are many wiser heads in this group than mine. In fact, my attitude of mind, I think, can be well illustrated by the schoolboy's essay on Socrates. That essay went about as follows: "Socrates was a great and noble man. He was a very wise man. He loved the people and he went among them. He told them what to do and so they poisoned him." (Laughter.)

As a matter of fact even though I might be inclined to tell you what to do, I should find myself in a predicament for want of the requisite information to tell you what to do. As a matter of fact, if I succeed this afternoon in convincing you that this industry does not have the information it should have for its guidance, I would have felt that my time was amply repaid, and I should be anxious to come and talk to you again.

The subject this afternoon has almost distressing amplitude, plenty of opportunity to hang myself, I realize. In fact, its flexibility reminds me of a story I heard just before leaving Washington about the boy who was peddling puppies upon the Capitol Plaza. The first day he was out he stumbled upon a Democratic Senator. The Senator looked at the puppies and said, "What kind of puppies are those?"

The boy replied, knowing his onions, "Why, those are Democratic puppies." So the Senator bought a puppy.

The next day the boy was again out on the plaza with his basket and this time he stumbled upon a Republican Senator and the same question, "What kind of puppies are those?"

"Why, those are Republican puppies."

The Senator said, "I heard you were out here yesterday and you were selling Democratic puppies."

"Well, they were, sir, but they have since got their eyes open." (Laughter.)

Now, you would probably reverse that story if you were telling it in St. Louis, although I realize that perhaps it would work even in Illinois at this time.

I am going to make some remarks about the depression, even though I have noticed time and again the sign downstairs in the lobby that some unfortunate was hung for even referring to the depression. I realize that that is a good solid rope, but I am going to take my chances on it just the same.

The canning industry cannot afford to overlook some of the great fundamental elements in the economic background. That background affects the canning industry as it does every other industry. I can perhaps best illustrate what has happened in the last two years by referring to the agricultural industry.

The gross farm income in 1931, according to a very recent estimate of my Bureau, was 42 per cent lower than it was in 1929. Between October, 1929, and October, 1931, prices of farm commodities dropped over 50 per cent. Now, that constitutes in itself a veritable revolution, and, of course, you are already raising the question, "What caused it, the difficulty on the supply side or on the demand side?"

It is significant in that connection that during the years 1925 on down to date the general level of production of all farm commodities in this country was rather even, with no material deviation in the trend, even through the years '29, '30 and '31; and yet you had that tremendous drop in price. That, of course, illustrates that during the last two years the difficulty does not lie, by any means, solely on the supply side; but it lies very definitely on the demand side.

I am going to call your attention to a few of the elements that are entering into the demand phase of this question. We are in the midst of an industrial depression, and a few indices that I can reel off quickly will dramatize that fact.

Industrial activity between October, 1929, and October, 1931, dropped 37 per cent. Payrolls of factory employees dropped 47 per cent. Building contracts or construction dropped 53 per cent. Freight car loadings dropped 34 per cent. All, of course, illustrating what has happened to the buying power of the American consumer.

On the foreign side you have a number of factors playing in the situation that have been all powerful in undermining the purchasing power of consumers. Perhaps, first of all, we should place the terrible destruction of wealth growing out of the World War. You cannot have wars of that kind without wrecking capital, wealth, and the purchasing power of whole nations. It is one of the great lessons that comes out of the war, and that ought to be ground into the thinking of every man and woman of the world.

You have those various financial elements in that foreign situation bearing down on the purchasing power—reparations, international debts, unbalanced budgets, and, finally, upsets in currencies, some of the great nations even going off the gold standard.

Coupled with that type of influence you have a most unusual effort on the part of foreign countries to protect themselves against these forces from without that are impinging upon our economic life—tariff barriers of various kinds that were built up prior to 1929, in part growing out of the creation of new nations following the war, reflecting that intense spirit of nationalism that sprung up, but doubled and redoubled since the collapse in prices in 1929. There is hardly a device which the human mind could conceive that has not been developed and put to work to protect these markets and the agriculture in those countries against this outside competition.

On the other hand, the great exporting companies that have great surpluses to sell, not content merely to let them find their own outlets without aid, start development of all types of export rates, the purpose of which is somehow to drive those commodities into the importing companies of Europe. What could you expect but a complete collapse almost in your foreign markets with elements or factors of that kind playing upon them?

There is another element of unusual importance on the demand side, and that is the growth of population. Statisticians point out that population in the United States at the present time is increasing at the rate of 1,000,000 a year compared with 2,000,000 a year ten years ago. If that decrease in the rate of growth continues, or if it is not offset by an increase in the birth rate or by increased immigration, it is estimated

that by 1960 we will have a stationary population from 20,000,000 to 25,000,000 people more than we have today. In fact, it is stated that if that tendency is to be reversed, we will have to go back to the immigration that obtained in 1923 to hold our 2,000,000 a year and even increase our immigration beyond that.

After all, the number of people we have is exceedingly significant in the demand phase of this question, because you cannot increase the capacity of the stomach, but if you multiply the number of stomachs, of course you have an enlarged demand.

Now, step over into Europe a bit and look at the situation there. In practically all the industrial countries that have comprised our industrial markets you have a positive reduction in growth, some countries reaching a stationary point. That tendency is note quite so marked in Europe. When you step into Russia you find it the reverse. Population is increasing there at the rate of 2 or 3 per cent a year. That same tendency obtains in the Orient. The net result is that the population in the countries that constituted our important markets has been declining.

I do not want you to gain the impression that I am minimizing altogether the importance of supply and over-supply of products in this situation. In the United States we have improved our technic of production in more ways than one. The substitution of gasoline for horse and mule power has made unnecessary the use of from 25,000,000 to 30,000,000 acres of land for the production of feed crops for such animals. The great effectiveness with which we feed our crops to live stock, the improvement of live stock, has resulted in another great saving in the need for land for feed purposes. All this technic has resulted or has made it possible to open up new large areas of land within the boundaries of the United States, so that you have an expanding area here in this country.

When you look abroad you see a very similar picture, perhaps even somewhat emphasized. The war, to be sure, demoralized European agriculture and put Russia out of business; but the overseas countries stepped to the front and supplied what was needed during that period. The European countries, after the war, came back with their agriculture, and Russia more recently has come back; but, meanwhile, the overseas countries have held the gains they made during the war and have extended their areas beyond that. So, you see, here you have an expanded agricultural plant producing increased quantities of commodities that must find an outlet.

I think that we should also remember in this connection that the depression in industry tends to put additional pressure upon agriculture. I have been quite conscious of the fact in the United States that the unemployed in the cities are seeking an outlet in agriculture. How far that tendency will go I do not know, but it is to be reckoned with.

There is still one further factor I would like to make in this connection, and that is the trend of the general commodity price level. By that we mean, what is to be the long-time trend of all prices? Is it going to be upward or downward? I am not going to attempt to answer that question—I do not know that there is a human being living who can—but there are certain historical precedents that are exceedingly important and should be borne in mind in connection with the problem you have before you.

If the general price level continues downward, as it has during the past several years, it is going to, of course, affect the purchasing power of people and the prices that you obtain for your commodities.

I can do no better than to call your attention to a few of the charts that I have placed on the wall.

(Chart.) This first chart illustrates what has happened to employment in the railroads since 1929. You notice the precipitant drop in employment, in payroll, which, of course, has a very material bearing upon the purchasing power of our population.

(Chart.) On this chart I did not have the data for canning crops, but I did have them for butter. I put the price of scored butter and the index of payrolls together and you will notice how the index of payrolls and the price of 92-score butter tend to parallel, showing how your demand for a given commodity is affected by that fact.

(Chart.) This chart was prepared in order to show that this depression is not confined to the United States but is world wide. The solid black line is the index of commodity prices in the United States. The broken line is the index of commodity prices in other countries. See how closely they parallel. The whole world, of course, is involved in this situation.

(Chart.) This chart will illustrate two things: It will illustrate, first of all, this long-time trend of prices. It raises that fundamental question: What is going to be the long-time trend of commodity prices? Here we have the Civil War, a high peak here, prices kept on moving down, continued for a great many years, reaching their low in 1893, and then they began moving up again. Compare that with the situation in 1920. Watch how parallel those movements are. It is not safe to say that that movement is going to continue, but there are a great many fine students of this problem who think that there is some considerable likelihood of this repeating to quite a degree.

This lower line is put on here to illustrate the relation between business activity and these dips in the price level. You will notice how this red line coincides with the red on the upper line. In other words, when you have a lowering of your business activities you have a condition as at the present time—your commodity prices slump, slump all along the line.

(Chart.) This is merely another form of that same chart to dramatize that long-time trend of prices.

But what we are interested in discussing particularly this afternoon is some of the problems of the canning industry; and the canning industry, like every other industry in this country, has not escaped its problems and its difficulties. It is suffering from unwieldy stocks, reduced demand, low prices, and even financial difficulties. Undoubtedly, the causes, in part, grow out of this world-wide depression to which I have referred, and, in part, they grow out of fundamental changes that have been taking place in the industry itself.

I know that there are a great many who say that there is no such thing as overproduction. As long as we have hungry people in the world, why argue about overproduction? It is a case of underconsumption. Well, frankly, there is scant comfort in that theory for the canner who is trying to make a profit out of his business, or the farmer who has to make a profit out of his business, if he is to survive. It is an untenable position.

We do have maladjustments in supply to demand. On the other hand, there is a distinct limitation upon the capacity of the stomach. Commodities will compete for a place in the human diet, but, after all, you cannot expand the total consumption of the human being so much. There has been and is a very encouraging and, in some countries, a very decided trend upward in the standard of living; but that represents a shift from some commodities to others, and, at best, it is a rather slow tendency.

The canning industry, and I could include many other industries, shows recurring periods of oversupply. My attention has been called to the fact that it has been subjected and is subjected to special stimuli, particularly the stimulus that grows out of war. I pointed out that during the Napoleonic Wars there was a marked expansion in the production and the use of canned foods, growing out of the need of Napoleon's armies. Following the Civil War there was a marked expansion of canning in this country. Canning establishments in 1869 were placed at 100; by 1909, 2800. A decline followed 1909, but then the World War came along, and in 1919 there were 3100 canning plants in this country. Supplies became too large. They had a drastic drop in price. The army stocks in 1920 were thrust upon the market for good measure, and with the drop in prices canneries again disappeared to quite a degree from the picture.

The canning factories declined over 50 per cent in 1920-21, but the short pack again pointed the trend upward. By 1929 we had 3000 canneries reported as operating, a number almost equal to the peak number in 1919. At the same time, the size of the packs had been increasing.

We have been interested in obtaining more adequate data than we could regarding the in-and-out movement of canneries. That does not seem to be particularly marked in the case of corn and peas, but it certainly is present in the case of tomatoes. It is an aspect of the situation that should have, it seems to me, in any attempt to stabilize the industry, some further consideration.

The Department of Agriculture has been making regular reports on acreage, production, and price of canning crops since 1918. These data show that the trend for this period has been upward for most of the canning crops. I may say in this connection that practically all my remarks today will be confined to corn, peas, and tomatoes.

I have shown in the three charts the general trend for these commodities. The first chart shows the trend of price to growers (the lower broken line) and the trend of acreage of canning corn. You will observe that, in the main, there has been a decidedly upward trend in the corn acreage. There has not been a consistent relationship between the price paid growers and the acreage, of course suggesting that, after all, price does not serve the same function in the regulation of acreage in the case of a canning crop as it does in other crops.

(Chart.) The next chart shows the same danger for peas, the lower line being the price, and the solid line being the acreage. Again there is a rather marked upward trend in the acreage and a downward trend in the prices, and no marked relationship between grower prices and acreage movements.

(Chart.) The next chart shows the same thing for tomatoes. In this case there is not the same decided upward trend, but, perhaps, a more sensitive relationship between price and acreage.

In other words, the point that I wish to emphasize in this connection is that, after all, the grower is not the man whom you are going to reach in the case of the canner acreage; you have to reach that problem through the canner. It is a contract proposition; and it is going to be influenced, it will have to be influenced, primarily through the canner.

Our data also show that there is a very close relationship between the pack and the crop (chart) and this chart shows how close our August estimate is to the pack. We find that our August estimate tallies very closely with our final estimate and that, in turn, tallies with the pack. In other words, your acreage gives you your production and your production again is translated into pack. There is not, then, an influence exerted upon the pack by the canner in keeping with the changed conditions.

(Charts.) This series of charts illustrate the relationship of the pack to trend in price and consumption. You will notice for corn that there has been a rather general upward trend in the pack, the solid bar being the pack and the broken line being the wholesale price of No. 2 standard grade corn. There is not a close relationship between the wholesale price and the size of the pack. During this period there has evidently been a consistent tendency to increase the size of the pack without adequate reference to the size of the carry-over. Unfortunately, the reports on carry-over have been developed only lately, and it was not possible for us to put the carry-over figures on this chart. We have, however, made a rough computation of the disappearance of canned corn during the years 1928, 1929, and 1930; and we place that disappearance at around 16,000,000 cases. That would correspond, then, during these recent years to the annual consumption. That contrasts, of course, with your pack of 19,000,000 cases plus of this past year. The chart shows that prices are, at this point, now tending downward. The wholesale prices maintained a rather uniform level, but evidently the supplies have become so burdensome that some of the weaker holders have found it necessary to sell.

The last report that we had on price was the first week in January, and New York wholesale prices of standard corn were then reported at 60 to 65 cents. The question is raised in our minds whether or not that is going to serve as an automatic regulator then of the pack next year. I heard it mentioned in this convention that a pack of 12,000,000 cases would be a desirable supply of corn for the current year. So far studies have not been made—I do not believe that the data are available—with which we could determine just what would be the canner reaction to that price drop; but it is significant that the contract prices are usually based upon prices in December and January, and for that reason there may be a rather definite tendency to respond to these lower prices that now obtain.

Some of my men have raised the question whether or not it would be possible to go too far in their reaction in the downward contraction of acreage. There, again, lack of information does not enable us to answer the question. How far will a reduction in the wholesale price of canned corn, the retail price with it, result in increasing the consumption? That would be a very important fact to have in that connection.

(Charts.) The other charts illustrate the same story for peas and for tomatoes. You have a very similar tendency for the packs to increase in the case of peas; but in 1931 you had a short crop, a small pack, and the situation for that reason is nothing comparable to what it is in corn. In the case of tomatoes you do not have a decided upward tendency in the pack, the variation probably, in part, reflecting the greater flexibility of the greater relationship between the prices and the pack; and undoubtedly variations in yield, which are more marked in tomatoes, have quite a little to do with what you see in that chart.

What I think those charts should drive home is this: that there is not the adjustment between the size of the crop and the demand that there should be. If that adjustment is to be brought about it will have to be by the canners themselves. A little later on I shall have something further to say as to what I think should be possible to accomplish in that direction. At any rate, it illustrates an approach which we are following in our efforts to influence farmers by the millions to react to the demand—the outlook situation.

So much for that phase of the situation.

I could spend some time discussing the adjustments that might well be made, and should be made, by the farmer himself in the production of the crops that go to the canning industry. We know that the cost of producing those crops varies materially between various sections of the country, even within the same area. We know that there is a close relationship between the yields of lands and the costs of the crop. Many other elements enter into that picture. We also know that there is a fairly definite relationship between soils and the quality of the product that is produced. In fact, we are very desirous of making our services contribute to building up the quality of a product which the farmer supplies the canner; and I think that it is safe to say that the inspection service that has been developed in cooperation with the tomato canners of Indiana illustrates a distinctly helpful service that can be rendered in that direction.

I feel very keenly on this subject of needed adjustments in the production of canning crops—in fact, of any crop produced in this country. There can be no doubt but that we have during the past century expanded into the various areas of this country without due reference to the suitability of the various sections for the crops that are grown. At the present time, the Department is stressing very much the importance of a land utilization program, the purpose of which is to eliminate from production those areas that cannot compete in this severe, competitive game with which farmers are confronted. That is a job to which the Department and the Land Grant Colleges can well devote a great deal of serious attention.

When I turned to the demand side of the canner's problem I found myself confronted with the same difficulty—lack of adequate information. There can be no doubt but that business conditions are affecting the demand for canned products, as for all other farm products; but how does reduction in incomes of various groups affect the demand for one canned product as compared with another? I do not believe that any of you know; I am sure that we do not. How does the price at which a commodity is sold affect the takings of your commodity? There is nothing more important, so far as I have been able to see, in other studies that have been made than the price at which the commodity is sold in stimulating its consumption; but, so far, no studies have been made with which I am familiar on that subject.

Quality undoubtedly plays an important part in increasing the demand for canned products. Well, just how important is it? We had a chart prepared to illustrate how the premiums on corn have been narrowing during the past several years. (Chart.) This chart illsutrates that point. The solid line is the spread between the prices of standard corn and of fancy corn; the broken line represents the spread between standard corn and extra standard corn. You will notice that in 1921 the premium is quite wide. You will notice the downward trend, the way that premium tends to shrink. What is the explanation of that? We do not know; perhaps you do. We have raised the question whether or not there was a change in the basis on which the prices were reported. Are the standards, the grades, on which those prices were reported the same as they were at the more recent period? Does it mean that we are increasing the volume of the higher grade product, and that that is tending to bear down the premiums? Does it reflect the increasing competition of raw vegetables? Do the better grades, after all, pay? If that is a normal tendency and your premiums are going to remain at a level such as they were in 1931, will the additional cost of producing the higher quality product be met by the premium paid? These are questions that certainly should be answered by the industry.

Then, again, you have the competition as between the various canned products and the way in which your various consuming areas will take the profit. I have in mind a study recently made by one of our men in asparagus in Massachusetts markets. The Boston consumers seem to want an asparagus that has a high percentage of green and pay a premium accordingly. The Springfield market was not interested in the least, and the premium disappeared. Variations of that kind in the demand for the commodity are significant.

Then you have this large field of competition with raw fruits and vegetables. (Chart.) I have a chart which illustrates the acreage of commercial truck crops from 1918 down to date. There is a break in our line. The more recent years have been adjusted according to the new material we have. The trend is very apparent—a very pronounced, upward trend in the acreages of these raw fruits and vegetables. That also is illustrated by the increase in the car-lot unloads. In 1924 the total vegetable car-lot unloads amounted to a little better than 609,000 cars; in 1930 it was 427,000. We know that there is very keen competition between the raw vegetable and the canned vegetables. How can we measure that competition? At the present time I do not believe that the information is available with which we could even attempt to make such a study, but I believe that it is exceedingly important.

Then we have the foreign importations with which to reckon. They are not particularly large, perhaps, in the case of most commodities; but when we in certain years will import better than 5,000,000 cases of tomatoes, it is a factor which should be taken into account. Just what is the influence of those impor-

tations upon canned prices in this country? No one has measured that influence. Some seem to think that when importations are as low as 1,000,000 or 2,000,000 they have little, if any, influence upon canned prices in the United States. Those are questions which should be answered.

The importations of raw vegetables from abroad cannot be overlooked in the demand for canned products. The Mexican West Coast, Cuba, and the British West Indies, as you know, have been unloading considerable quantities of fresh products upon our shores. The volume, perhaps, is not so large; it is seasonal, and it may not have as marked an influence upon the demand as a good many of these other factors; but it should be reckoned with.

On the other hand, you may say, "Well, what are the opportunities of expanding the outlets for canned products abroad?" So far the exports of canned vegetables have not been large. What the possibilities are under these conditions it would be difficult to say. It is reported, at any rate, that Russia is rather interested in seeing what she can do to develop an outlet for some of her canned products.

All that I have been able to do in connection with my remarks on the demand for canned products is to suggest a number of important questions that should be answered. With information of that kind, it seems to me the industry should be in far better position to adjust its production program and to establish merchandising policies that would make the most of the outlets the country over.

There are certain shifts within the industry itself, as an industry, that have raised some questions in our minds. Until quite recently the industry has been contracting for future delivery a good share of its pack. More recently the purchases have been made from hand to mouth by distributors, and that, undoubtedly, has recreated a new problem and a difficult problem for the canner. It is placing the whole risk of merchandising the commodity, or a very large part of it, upon the canner. It has raised a new problem of financing.

(Chart.) This chart shows in black the working capital, the fund required for a calendar year, accumulative by months, illustrating the situation that has obtained in the packs, with a peak load of working capital requirement during the season when the pack was being put up and was being sold to the distributor.

Evidently, with the distributor buying from hand to mouth, direct from the canner, you are going to have a redistribution of that capital fund load over a larger period of months. It is going to raise certain new problems of financing. Right in that connection I would like to refer to the warehousing service of the Department of Agriculture which has been found very helpful by canners who have had to seek new sources of financing.

Undoubtedly, the canning industry has the problem of adjusting itself to the new conditions in the matter of operating costs. I am as convinced as I can be that American agriculture is going to have to tighten up its belt and effect every economy possible in order to meet the lower price level that now obtains and that possibly will obtain for some years, at least, to come. We cannot run away from competition; we have to meet it; and we will meet it only with efficiency that compares with that of the other fellow. I have reason to believe that the same principle obtains in the canning industry and practically every other industry: You will have to effect your economies if you are going to meet the new situation that is before us.

There is a great deal of talk these days of controls, controls that are set up by the industry or by some governmental agency. Those efforts are in the experimental stage, and there are many things to indicate that serious difficulties will be encountered in these experiments; but I am not sure at all that that is the logical and the most effective method of obtaining these adjustments.

After all, you have to reckon with the variations in competitive conditions as between sections of the country, the relative efficiency of the individual, the desire of the individual to capitalize on his own capacity to the fullest extent. I believe that the industry, working as individuals and working in a collective capacity, can bring about far-reaching adjustments, if it only will. But how can you bring about adjustments, whether it be in acreage, in pack, in the manner of merchandising your commodity, in shaping your price policies with a view to stimulating the consumption of your commodity as much as possible, if you do not have the basic facts on which to predicate those policies and those lines of action?

So I say that there is nothing more important, whether your approach is that of an individual approach, a collective approach, or even if it is something that goes beyond that, than information thoroughly sound and effective and pointed out in such a way that it serves as a basis for action.

I want to repeat again what I said at the very outset. The canning industry is sorely short of many of the fundamental data which it must have if it is going to have an adequate basis for action.

Through the assistance of the National Canners Association and others interested in the same problem, the Department of Agriculture has been given additional resources with which to strengthen its crop estimates. I think that most of you are familiar with the newer phases that have been injected into that work.

I was rather astounded to find that at the present time we are issuing annually 3,000 separate estimates of acreage yield and price for the canning crops, and as many as 14,000 separate reports for the fruits and truck crops that enter into the fresh fruit and vegetable market.

In developing this service we have added a number of new items which are very fundamental in any effort to adjust acreages and handle your programs. But what is the use of having early intentions to contract acreage reports, or estimates of your contracted acreage, unless you make up your mind that you are going to put that type of data into effect. These reports, furthermore, have been increased as far as their reliability is concerned.

MARC C. HUTCHINSON
President Elect
National Canners Association

I want to say that we appreciate very much the splendid co-operation which the canners of this country have given us in developing the reports, a co-operation in which 75 per cent of the acreage contracted is reflected in our reports. We have made a special effort to make these reports timely. In fact, many of these reports are issued now within three days after the reports have been filed at the Department.

But while we are able to build a rather adequate service on the crop production side, we still are far short of the information we need on carry-over, and particularly on the market news side. At the present time the Department has a far-flung market news service, extending into all the markets of the country, on fresh fruits and vegetables and practically all the important commodities. Those reports are coming in daily. They are flashed over 10,500 miles of leased wire, over 100 radio stations. We have our outposts in various foreign countries and are getting, by cable, reports on stocks and movement and prices of products in which consumers are interested in this country; but when it comes to the canning industry, comparable data are not available, and I am frank to say that the research man is not going to be able to make these studies to which I have referred in the production and consumption field if you do not build up a market information service.

If such a service is going to be built up it will require uniform standards on which the price quotations, for example, can be made; but merely to collect current data is not going to take

care of your needs. These data have to be analyzed, interpreted, and pointed up in conclusions that indicate sound lines of action. In other words, you cannot be thinking of the present solely or looking backward; you have to be looking ahead. There has to be daring if you are going to avoid the pitfalls that have given you and others so much difficulty in the past.

The situation is this: that you have established, you are supporting, a number of agencies, some of which are public, some of which are private. You are entitled to the service of those agencies. You ought to draw upon them in building up this information which can serve as a guide to your plans.

I want to say for the Bureau of Agricultural Economics that we shall be only too glad to increase the services that the canning industry needs to the extent that resources are made available and there is a disposition on the part of the industry to call upon us for such services. I am sure that that is true of the state agencies, the state agricultural colleges. You have one in every state, as well as the various private research agencies functioning with reference to canned products.

I believe that the canning industry could do nothing that would be more helpful to it during the next several years in finding itself and making these adjustments that must be made than to stimulate these various fact-collecting, fact-interpreting agencies, service-rendering agencies, to redouble their efforts in providing what you need in order to formulate your plans, because, after all, any action that is taken will have to lie with you as individuals of an industry.

I know that there is a tendency to refer to what I have just said as "the law of the jungle." Let every man work for himself, by himself, let competition go on untrammeled, and what do you have? Nothing but jungle law, the survival of the fittest. Undoubtedly there is room for co-operation on many, many aspects of your business. You have demonstrated that already in your work. I think that there is unlimited possibilities for collective thinking in matters of adjusting your production, of broadening your markets, of improving the general situation for the canning industry; but, after all, when you get right down to the hard facts it calls for individual initiative on the part of the individual man. You cannot ask the other fellow to conduct your business, you cannot ask the government to conduct your business; you are going to have to take the best information available and translate it into action.

I believe that as soon as the canning industry, as an industry, I believe that as soon as individual canners, all, recognize that it is going to be up to them to make these necessary adjustments, get busy on that problem, the sooner they are going to find themselves on the road to better times. Thank you. (Applause.)

PRESIDENT HARDING: Mr. Olsen, it is mighty hard to thank a man who has done such a job as you have for us and thank him adequately. I am a little bewildered. Frankly, I do not know how to do it.

I think that perhaps the best way I can express our appreciation of what you have said and done, and the time and thought you have put into this constructive address, is to assure you of one thing—namedly, that the members of the National Canners Association have come to this convention with the determination not to leave for home until the Association has adopted some action looking toward an improvement of present conditions of maladjustment.

You were present at a part of the meeting of the Board of Directors this morning. I do not think that you were present during the latter part of the meeting when I was instructed by the Board to appoint a committee to go into this whole situation of maladjustment very carefully. The hope was expressed, Mr. Olsen, that this committee could be gotten together for a meeting right now, during the early part of the convention, and that you might be willing to sit in with the committee and consider these problems with them, help them in their consideration. I hope that that can be done.

I was given a perfectly definite instruction this morning as to the appointment of this committee, and I am ready to appoint it. It is only fair to say that time has been so short that I have not been able to ask a single member whom I propose to appoint on this committee whether or not he would serve. I have been obliged to assume that he will on the ground that I do not think that there have ever been any instances in which a member of the canning industry has refused to be drafted for work for the benefit of the industry.

For want of a better name we might call this committee The Committee On Production. If the committee can think of a better name, that is their privilege. I think, Mr. Gorrell, I may as well announce the membership of this committee now in the hope that they will get together immediately for the consideration of this matter.

I am going to ask Mr. B. C. Nott to act as Chairman of that committee, with other members as follows:

Mr. B. E. Maling	Mr. H. L. Cannon
Mr. Albert Lester	Mr. D. H. Stevenson
Mr. Harry E. MacConaughey	Mr. E. S. Thorne
Mr. J. Fred Barker	Mr. James Moore
Mr. Howard A. Orr	Mr. John Baxter
Mr. Ralph Kemp	Mr. F. J. Jewett
Mr. E. F. Trego	Mr. Harvey R. Burr
Mr. E. B. Cosgrove	

This committee has not been selected at random, but with a view to proper representation of geographical and industrial canning sections of the country. I hope very much that every member of that committee will accept the appointment and that Mr. Nott will proceed to organize it.

MR. NILS A. OLSEN: Mr. Chairman, I will be very glad to sit in with that committee.

PRESIDENT HARDING: That is very nice, Mr. Olsen. Mr. Nott is right there and you will get in touch with him, I am sure, after the meeting.

Now, gentlemen, the meeting is open—always intended to be open—for general discussion of the stiuation of which Mr. Olsen has spoken: the question of balancing or adjusting production to consumption.

In view of the fact that a committee has been appointed, as ordered by the Board of Directors, to consider this problem and report back to the Board at a meeting later this week, perhaps we can turn over the job of considering this whole subject to the committee and not have a general discussion of it here—although I do not want to suggest that I am trying to shut off discussion, because that is not the case. If anybody has any thoughts to express in connection with what Mr. Olsen has told us, I am sure that the committee would be very glad to have them.

Mr. Nott, this is a pretty important job that we are turning over to you.

MR. B. C. NOTT: Mr. Chairman, I am really dumbfounded. There is only one ray of sunlight in it, and that is the caliber of men you have put on the committee, outside the Chairman. I would like to have you announce, if you will, that the committee meet at once with Mr. Olsen. I think that it is a very important thing, and we would like to occupy as much of Mr. Olsen's time as possible before it is necessary for him to leave. There are so many things about which we have to talk.

The Big Advertising Plan

PRESIDENT HARDING: We have a splendid opportunity now to present and discuss the National Advertising Campaign for Canned Foods which, I presume, everybody knows was inaugurated last November and has been made possible through the underwriting of a substantial fund by The American Can Company, Continental Can Company, and the principal manufacturers of tin plate. It is very important that not only every canner, but every dealer in canned foods, should understand what this campaign is trying to accomplish and how we are going about it.

I am going to ask Mr. Fred Ross, of Fuller & Smith & Ross, the committee's advertising counsel in New York, to step to the platform and talk to us a few minutes about advertising.

MR. FRED ROSS (Fuller & Smith & Ross, New York): The Canners' Advertising Committee has had this problem of your industry, the moving of its merchandise, constantly on its mind ever since, as a committee, it began to function.

All of you are familiar with the general conditions prevailing in your industry and in its markets and in the distribution of it products. We are accepting those conditions just as they stand. We are accepting the machinery that distributes and markets those products just as it stands.

The function of this campaign is two-fold only: first, to educate or to continue the education of the consumer; and the other, to make it as sure, as well as easy as possible, for her to get your products. That means merchandising.

I have used the two words "advertising" and "merchandising" and wish to say a word about each. Advertising's primary function, so far as your industry is concerned in associational endeavor, is to educate in the broadest sense of the word. There is a vast amount of ignorance—some of it prejudice, some of it accident—in this country toward your products. Another thing that an advertiser is supposed to do is to make products interesting to those who can be persuaded to read about them in the advertising and, having caught their eye, to make the product so interesting, throw such lights upon the products, as

to make the products desirable; and when you have kindled a little desire, you have started what has now become a rather hackneyed phrase, nevertheless a true one, "consumer acceptance." Sometimes you can go further and you can make a woman put on her hat and go into a store and ask for a given product.

If you have created consumer acceptance, the next thing that steps in is merchandising, because that is where merchandising gets its most effective contact with her: when she is somewhat informed about the things being merchandised and somewhat receptive to those things.

The importance of merchandising can, I think, be quite well put with a very brief epigram: A vast quantity of merchandise in this country, a vast quantity of goods in this country, have been merchandised but not advertised; another vast quantity of goods have been both advertised and merchandised; and you can take it from an advertising man that he says it with some regret that there is still a third volume of goods, pretty large, that have been advertised but not merchandised.

Merchandising in this problem is the key rather than advertising; but if advertising can be so employed as to stimulate merchandising, we have put the two most important factors together, and that is what your Advertising Committee now proposes to do. It is not a new thought with your committee. They have had in mind always the importance of education, they have felt that conditions within the industry and the markets and within the country itself might so develop as to make a more intensive form of merchandising of canned foods desirable, if the way could be found; and they believe today that both the need for such a way and the way itself have come together at one point.

In putting together the two forces, advertising and merchandising, for this campaign that you will soon see, the committee recognize, as do their advertising counsel, that they must accept the distribution machinery of canned foods as it exists; and in that distribution machinery we find the canner (your body as represented here today), his broker, the wholesale grocer, the independent grocer, the voluntary chain grocer, and the corporate chain grocer. Put those all together and they form the machinery which produces and markets canned foods.

This campaign is designed, as nearly as human ingenuity and sense of proportion and fairness can permit, to serve equally and impartially all factors engaged in the marketing of canned foods. We will leave it to your judgment as you see the plan unfolded if that effort has not been very sincerely approached, and we hope that you will think that it has.

Then we come to this point: Where shall we do this combined effort of continuation of the educational campaign and an application of intensive, sustained, merchandising effort? Of course, it is not necessary to say here that the success of any canner's business, that the success of any wholesaler's business, of any canned food broker's business, of any retail grocer's business, of whatever type he is, actually rests in the final stage on what takes place within one or more retail grocery stores. That is where the merchandising, in its last expression, comes before the woman. All that precedes that is not seen by her, known by her, or understood by her. It is what happens when she is purchasing her week's needs or her day's needs for her family that affects her purchases and your sales or anyone's sales.

So when we look for an opportunity to apply merchandising, it is almost second nature to say, "We must go where the women are, we must go where the greatest per capita of canned foods is consumed, where the buying capital is greatest, for we have a short time to move the balance of the packs that are in the warehouses before the next packs are ready to come in." That is what we propose to attempt to do, and we shall go then to the densely populated centers.

We find that there is enough money in the fund to permit going to enough densely populated centers and their environments—what are called "trading areas"—to cover about half the population of the United States. Half of that population in terms of canned foods can be freely stated as at least 60 per cent of the canned food potential, there being more canned foods per family sold where population is dense and pantries are small than in areas where the household is living in the country and raises most of its own produce and puts up a great deal of its own desserts.

Second, we can do more where retailing is active and highly developed and experienced than we can in rural communities where population is scattered and the means of contacting them is difficult.

All that seemed logical to your committee up to that point. The next thing was: Well, then, if you are going to go into the cities, we presume it is because in order to get merchandising activity over the retail counter, you must apply your advertising in a place and in a way that permits the retail grocer to tie up with your advertising; and that, again, is exactly what it is planned to do.

So we are going to take the local market sheet of the woman, the newspaper, the thing she daily consults for many things, but always consults in connection with her shopping, whether for her foods or her clothing, her furnishings or her amusements, and those of her family. We are going to take her local daily market sheet and apply your educational messages there. We know that she reads those papers. Take the women away from the newspaper following of any newspaper and that newspaper will surely die.

Nothing that we have to say is said in disparagement of magazines. Without the magazines we would not have the power of advertising developed as it is developed today. This is not an argument or a debate between different kinds of media. It is a situation of an industry which has been analyzed, which your committee and their counsel have endeavored to analyze truly, and to prescribe for accurately. The prescription in this case says "newspapers," just as in the case of some other prescription it might for acne say "bella donna"; but both are good. So we are going to go to the newspapers.

Then came the problem: How to go to the newspaper, use the newspaper for this advertising, and still insure the thing that we must have—retail store cooperation, in the first place, because that is where the sustained merchandising activity is most desirable; how to get the proposition presented to the retail trade, at the same time leaving the proposition wide open to the wholesaler for his purposes and to the canner with his own brand for his purposes, and at that point one of my partners, Mr. Frank Hubbard, Vice-President of our company, and the Manager of our New York office, put his finger on the key that cleared up so many of the difficult, practical problems involved in our reasoning up to that time. How could we insure, how could we best insure, that degree of activity indispensable to the success of the campaign that we had in mind.

In introducing Mr. Hubbard for a few moments just let me say, as he talks to you about the newspapers, in particular how he proposes to deal with them, that he has a right to speak on this platform on that subject, having placed—I have carefully checked today to be accurate in this statement—having personally supervised the selection of media, the negotiations with publishers, in advertising involving a total of at least $250,000,000, of which $100,000,000 has been newspaper advertising. Mr. Hubbard. (Applause.)

MR. FRANK HUBBARD (Vice-President, Fuller & Smith & Ross, New York): One way to get action is to give an incentive; so when we went to these newspapers we tried to give them an incentive. The best way to tell you the plan is to read the proposal that I made to the newspapers. Here it is:

"We propose to offer you an order for eight half-pages for the National Canners Association to run eight consecutive weeks. It is our hope that this order can be extended to cover a period of twelve weeks. However, there are some important merchandising and trade contacts necessary in order to put every possible factor in the grocery trade in a position to take advantage of the opportunity which this campaign offers. We are therefore asking you for an expression of your willingness to extend cooperation in the following activities:

"1. That you will contact by personal calls all wholesalers in your city, advising them that your paper has been selected to carry this campaign, and to see that they and their sales staffs are properly advised as to its purpose and enthused as to its opportunity.

"2. You will also contact the canned food brokers in the endeavor to stimulate their enthusiasm so that they will work consistently and constantly on their wholesale trade during the period of this campaign.

"3. When your representatives have made calls on the wholesalers and the brokers we shall expect a report that will cover who was contacted, their reception to the idea of the campaign, and whether they pledged their support in the form of advertising—whether they will instruct their salesmen to constantly bring to the attention of the retailers the opportunity for the retailer to tie up with the advertising; whether by paid space, window or store displays; and whether the wholesaler will furnish, at his own expense, any material in the form of placards or posters for the use of his retail customers.

"4. We also desire that your merchandising department contact the retail trade, both independents and chains, and advise them how they can tie up with this campaign by active merchandising of canned foods, by advertising in your newspaper, or by window displays, counter displays, etc.

"5. We will expect during the period of this campaign that you will make at least two calls on the retail trade. (That means the complete retail trade.)

"6. We also desire that you will mail to the trade each week proofs of the current advertising, these mailings to include brokers, wholesalers, independents, and chains.

"7. Should you conduct cooking schools or food shows during this campaign, we shall expect representation without an additional schedule.

"8. If your paper owns and operates a broadcasting station, will you see that mention of the campaign is made over the air, calling the listener's attention to the pages containing the advertising and the bargains that exist in canned foods?

"9. During the period of the campaign any attention your Women's Page may give editorially to the subject of canned foods, their variety, quality, and uses will be appreciated.

"10. In giving you this campaign we see in it an opportunity for you to increase your revenue from food lineage very materially, both locally and nationally, and we shall ask you to solicit canned foods advertising to appear on the same page with our national advertising.

"11. There is also a further opportunity for you to obtain lineage from wholesalers on their own private brands of canned goods.

"12. These advertisements of wholesalers and national advertisers may appear on the same page as the advertisement of the National Canners Association. However, at least 50 per cent of the space used for tie-ups on the page with the National Canners Association advertisement must be local retail advertisements featuring and devoted exclusively to offerings of canned foods. Tie-up advertising is not necessarily to be limited to the page containing the National Canners Association advertisement, as it is conceivable that through the three sources—retailer, wholesaler, and national advertiser—you will obtain tie-ups that will more than fill the single page, in which event we suggest that the additional space appear on the page opposite.

"The condition under which we will give you the order for the additional four half-pages is that you sell sufficient tie-up advertising to fill the balance of the page on which the National Canners Association advertisement appears for at least all eight of the insertions; and the additional order will not be given to you until we have had an opportunity to check all the insertions, unless you can bring us evidence that you have written contracts or have pledges of sufficient advertising of this tie-up nature to fill all twelve pages. Should you bring us this evidence before the eighth half-page is run, we shall give you the order for the additional four half-pages immediately.

"You will see that if we show concrete results this spring by the use of newspapers under this plan, we furnish the best of reasons for resumption of a campaign next fall and winter. We believe that you want it successful, as we do, and hope we may have your hearty support and enthusiasm for the plan we have outlined."

That was the proposal to the newspapers. (Applause.)

I have here a letter from the Boston Post that is typical of the acceptance of the newspapers that have been selected:

"Confirming our recent conversation, our organization will contact all advertised and private brand canned goods manufacturers and selling agents in New England and sell them on the value of tying up with these ads. We will have one of our men talk to the jobbers' salesmen in Boston, showing them why this would be the ideal time to push canned goods and cash in on the momentum of these valuable advertisements.

"Visits will be made on all the chains and group-buying stores, and we will encourage them to feature canned goods on their counters and in their windows, to use more space in the regular advertisements on canned goods, and also show them the advantages derived by tying up with these four-column advertisements with their own private brands; or if they have a special appropriation from national advertisers, to run same on this page.

"I know we can secure 100 per cent co-operation from the nation-wide stores, which is made up of twenty-one wholesalers and 3100 independent stores in New England.

"We are now preparing a large color section that is going to be a great help in making the nation-wide stores more popular in New England, and Mr. Shade, the President, is so pleased that I know we can secure his whole-hearted co-operation.

"Our merchandising department will contact the important independent markets and grocery stores the week preceding the first ad, one month later, and again the seventh week of the campaign (they are going to make three calls instead of two). We will also furnish necessary reprints on each ad.

"If you have any particular position you prefer I would be pleased to do everything possible to satisfy you. After leaving your office yesterday I phoned my office in Boston to have them get a list of every possible prospect in New England so that as soon as you say the word we can go right after them.

"If there is anything I have not covered in this letter I want you to know that our organization stands willing to do everything to assure success."

I have a number of those letters.

Perhaps you would like to see about where this newspaper advertising will appear. (Map.) We have a map here. Those are fifty-two of the biggest cities in the country, and there will be a newspaper used in every one of those cities. The total circulation is approximately 10,000,000 per week, or 120,000,000 canned foods messages during the period of this campaign.

You have heard the proposal to the newspapers. You see what their acceptances are. I want to tell you that the newspapers are ready to go to work. More of them are ready to work than we have money to spend. (Applause.)

MR. FRED ROSS: It is always characteristic in any new enterprise to try to count the chickens before they are hatched. We have not gone far in that direction, but here is a figure that may be interesting to keep in mind; and we hope that sometime it will be possible to compare it with what is actually going to happen. For instance, on the area on that map which Mr. Hubbard has just shown you, if it were possible to sell two cans of food more per week than those families normally would have bought without this campaign, that in itself will move an additional 14,000,000 cases of canned foods in round figures. I wish that I were in a position to tell you just how that relates to the statistical position of the industry, but 14,000,000 cases is quite a lot.

If it were moved, that probably would be moved at a cost of 2.3 cents per case.

Now, this chicken is still in the egg. We ought not to count it too much, but that is one load. If it will move two cans per family per week for twelve weeks, it is not beyond my comprehension to say, with the pressure which can be brought to bear on this campaign, that it may turn out to be four cans per family per week, which is not very much, but would be 28,000,000 cases of canned foods; and maybe that is ample to restore the balance between the law of supply and demand, which is the law with which all of us engaged in business are struggling in these times.

Now comes the next point: What is this advertising going to look like; what kind of messages are these educational messages to be; how are these local advertisers tying in in these respective cities—all of them, some of them, or one of them, as the case may be, because it is all optional to the other fellow; he may use this campaign according to his own plans?

I am going to ask Mr. George Weaver to give you the background of the copy plan and to show you the copy itself and read to you at least one of the messages.

I spoke to you of the experience of Mr. Hubbard in dealing with publishers. Let me say that Mr. Weaver from the time he graduated in Princeton, where he majored in English, which is a useful thing in the advertising business, has worked almost constantly on the subject of canned foods and other subjects related closely to that industry.

MR. GEORGE WEAVER: Mr. President, Members and Guests of the National Canners Association: We come next to how we are going to use our half-pages in newspapers in these fifty-odd trading areas. We spoke at the outset of two jobs to do in running this advertising, the first one being to educate, the second one being to sell. I am going to try to point out to you how that is attempted in this advertising which we have unrolled before you.

(Chart.) This is one example of the eight or twelve advertisements which will appear. We all understand the need for educating women. Many surveys have been made to determine the amount of prejudice which exists in women's minds concerning canned foods. We also do not need to be told the necessity for selling merchandise at this time.

In this scheme and in this advertising we have a remarkable opportunity to sell. In the first place, we are nearer the point of sale. We are running in newspapers which women read tonight or today, and they go to the store tomorrow to buy their food for the day or for the week. We have, in a sense, an immediacy, if I may use the word, of the selling message, a very close tie-up between the woman and the retailer and a remarkable opportunity, we think, to get the two together and consummate a sale.

There are two more things which I think can be said on the specifications in advertising of this kind—two besides the education and the selling. One of those is that each advertisement should be as complete as possible. I think that we are safe if we build our advertising on the assumption that each individual advertisement is the only advertisement which that reader is going to see of the series. We know that she is going to see several, but we are a lot better off if we assume that she is only going to see one; and we tell the whole story of canned foods, or as nearly as possible the whole story, in that advertisement.

There are many things to be said about canned foods. I think that there are, roughly, six major items, beginning with

the healthfulness of canned foods, the time-saving quality of canned foods, the lack of waste in canned foods, the low price of canned foods, the safety of canned foods, and the nutritive value of canned foods—a large and interesting story to attempt to tell in one advertisement. So completeness is another specification.

A fourth and not an unimportant one is to tell these stories in a way which women understand and which they are used to and which they appreciate. We would like to tell it in language that is almost women's language, if we can arrive at it. We want to give them what they want to know, we want to give them information which they can use in their own kitchens. I think that we are wise in meeting that specification if we can take our cue from the women's pages of the newspapers themselves, the very newspapers in which we are going to run our own advertising. If we look at that page we find that the page is packed with a tremendous variety of things of feminine interest, again told in women's language, with a practical and sympathetic understanding of what they want to know.

We also have seen that we have our variety story. If we take our cue from the newspaper variety (we have our own variety) and bring the two together, it seems that we are beginning to build the background of an advertisement.

Newspapers have lead stories and they have subsidiary stories, if you will auxiliaries, below. We have our lead story, if we take that same cue. In this particular advertisement our lead story is on the time-saving quality of canned foods. We have a safety story to tell. We can tell it in the same advertisement. In this case we tell it here. We said a minute ago that we want to give women the information which they want. We can give it to them here. In a moment I will read you what these things say. You can see to what I am referring.

Prejudices exist in women's minds. We try to kill them here. And so we give, as nearly as possible, a complete story in each advertisement.

In the second advertisement we might take this safety story, which is an auxiliary item in this one below, and that might be our lead story the next time and the time-saving item would come down to be one of the smaller items in the second advertisement; and so we have an opportunity to rotate our messages, leaving each advertisement a complete unit.

Let me read this one advertisement on the wall which I think will amplify what I have been trying to say. We take first our time-saving story and we give it the heading of particular human interest, a thing which every woman would like to do—save time. We tell her: "Come out of the kitchen, let canned foods save your time for the art of cooking—stop wasting it on needless preparation." And the copy reads: "It is your knack in cooking that makes your meals so good to eat—not the time you spend peeling and boning and pitting and cutting before you can even begin to use your skill. Every minute you spend on that sort of labor is a minute of freedom thrown away.

"Canned foods save those precious moments for the things you would far, far rather do. They bring you meals that are just as healthful, just as wholesome, just as delicious, and far more varied—all in a fraction of the time.

"With this new freedom canned foods bring you please remember this: You are serving the finest foods which nature can produce, grown under expert eyes, sealed in clean containers when those foods are at their best, sterilized by heat to make them the safest foods to eat, cooked to perfection in the one way that can bring you the richest store of vitamins.

"So why not come out of the kitchen? Go to your grocers and stock up on his exciting variety of fine canned foods. Do it today. Say goodbye to needless labor, once and for all."

If we go back to find out what we have said, we have found, in the first paragraph, that we have played our main theme of time-saving, and also in the second; but in the third we have gotten over a great deal of the safety and the health story; and in the fourth we have taken advantage of the fact that we are quite near the grocery store and we have urged her to go to her grocers tomorrow and stock up.

Now let us come down to the next story. Here is a panel which is called: "The Canned Foods Question Box." The object here is to break down some of the existing prejudices concerning canned foods; and instead of making a statement about canned foods, we ask a question which exists in women's minds. We say here: "Is anything added to canned foods to make them keep?" Then we give the answer: "Absolutely nothing. The preservation is due to the fact that air has been removed from the can before it is sealed, and the food is sterilized by heat."

Another question: "The interior of some cans is sometimes discolored. Is this harmful?" The answer is: "The natural sulphur compounds in some foods stain the tin, just as your silver is stained by the sulphur in eggs. In no way does this hurt the food. It is entirely harmless."

A third question: "Are canned foods affected by contact with the metal of the can?" The answer reads: "The can is made from tile and tin, metals which are not capable of forming any combination with food products that is poisonous or unwholesome. It is scientifically constructed to bring us foods that are good to eat and to keep them good until they are eaten."

Here is a table which we hope women will want to cut out. It is a table which gives the sizes of cans, their contents by weight, translated into contents by cupfuls. Many women who have their recipe problems do not know quite what size can to buy for a certain recipe. They themselves are not able to translate it easily. We hope that they are going to clip this and find it useful in using canned foods.

This story here might be interesting. It is a picture, as you see, of a youngster about five years old eating a plate of canned foods. The heading reads: "'Safest that come to our tables,' authority says of canned foods."

The copy reads: "The millions of women who already use canned foods abundantly and the millions more who will serve them in greater quantities this year will be interested in these words of Dr. M. J. Rosenau, Professor of Preventive Medicine and Hygiene, Harvard Medical School. 'Canned foods,' he said on November 19, 1931, 'are the safest foods which come to our tables because of the sterilization to which they are subjected during the process of canning.' There is plenty of reassurance on this important subject. In 1927 a Committee of the Foods, Drugs and Nutrition Section of the American Public Health Association reported that canned foods, regardless of type of container in which they are preserved, are sound, wholesome, and safe. Their continued use is commended. The advantages to American health from the use of canned foods can hardly be over-estimated."

The concluding part here is a generous coupon at the bottom in which are listed six of the booklets of the National Canners Association. We ask them to check the one or all those they want, and we will be very happy to send them the whole bunch if they so desire.

To go back, we have tried to create in each advertisement a completion of ideas and a variety that will stimulate interest and stimulate readership. These themselves it is our plan to rotate, so that each of the six major topics about canned foods gets the lead story at least once and probably several times.

I think that I have covered all the points in regard to that, but if there are any questions I would be very happy to answer them. (Applause.)

MR. FRED ROSS: Before we go into the final stage of this presentation, you see that this advertisement is flanked right and left with advertisements of the tie-up character. These are all imaginary, they are not done for any particular company, and the names are all fictitious.

The top one illustrates the advertising of a retail grocer. The next one illustrates how a wholesale grocer may tie in his private brand and the names of those of his dealers whom he wishes to feature; or his dealers get together with him and produce this tie-up advertisement, No. 2. The third is a retail independent store. The fourth illustrates a national brand of soup, whatever it may be, which can be tied in in that manner. On the right are two retail store advertisements and a third underneath. The fourth may be of a national brand of canned foods, or it may be a wholesaler brand of canned foods, a private brand. This is intended to suggest primarily a wholesaler's brand of canned foods.

So you will see from this illustration that the plan is very flexible for every trade factor, even though they may be competitive with each other, to enter into the co-operation with this campaign on even terms and equally favored by your Canners' Committee and by the plan itself. There is every desire that this plan may serve well those who will use it well, and it will not be worth a damn unless it is used. You will pardon the plain language, as I see two ladies back there, and I apologize to them; but you know what that means, and it will not be worth anything. A walking stick or a crutch when you have one leg is not worth anything if you do not take it; and so a selling scheme or a merchandising plan is not worth anything unless it is utilized.

That brings us to the third stage of this plan: How are we going to organize to conduct this campaign, to promote it, to keep track of it, to stimulate it if need be, and to report upon its progress as the progress develops? Your Canners' Advertising Committee and your Advertising Council have made an arrangement with Fuller & Smith & Ross, the company of which I am a member, to lend to the Canners' Advertising Committee the service of Mr. Charles P. Pelham, a particularly experienced

man and a student of merchandising, born, you might say, on the firing line. He certainly was a traveling salesman for years, knows the language and knows the life and knows what happens in the retail store as well as in the wholesale store and the broker's office. Mr. Pelham will be the Director of the Merchandising Division for the Canners' Advertising Committee and will spend five minutes to show you the machinery that is being set up to promote the campaign.

MR. CHARLES P. PELHAM: Mr. President, Members and Guests of the National Canners Association: I am only going to take a few moments of your time to amplify, or rather to cover, the fourth step in this work. You have heard from Mr. Ross the need and the prescription; from Mr. Hubbard the plan, where and how to advertise; from Mr. Weaver what to say; and I would like to cover with you what to do about it, how every factor in the canned foods industry and in the retail and wholesale grocery trade can benefit from this campaign.

That has to do with merchandising. I do not know what your definition of merchandising is, but we believe it to be that effort in business which is concerned with the purchase and consumption of goods, whatever the goods may be—in other words, complete sales. Canned foods are not sold when they are bought by a wholesale grocer or even by a retail grocer. The sale is not really complete until Mrs. Jones has bought a can of spinach from her retailer, taken it home, and convinced papa Jones and Johnnie Jones that spinach is a delicious food, and all three of them have consumed the can of spinach.

With that aim in mind, how can we accelerate the sales of canned foods, making use of the many factors in the industry? First of all, in this campaign we have the newspaper who will work for us. To equip the newspaper so that it can intelligently co-operate with the campaign and the committee's efforts, we are furnishing them with a complete story of the entire campaign, the object, the purpose, and how it should be taken advantage of in their particular city.

I will run through this very briefly. Here is a statement from the committee which states the policy of this newspaper advertising and merchandising campaign. This refers to the magazine advertising which is running now and will also appear in January, February and March—and now in 1932 the newspaper advertising.

I will not take any more of your time but simply let you know that the newspapers in all of these fifty primary markets will be furnished with this helpful merchandising medium to acquaint retailers and others in the various cities with what is going to take place.

Now we come to a very important factor, the canner, and what the canner can do. The Canners' Advertising Committee has formed a Merchandising Division in order to acquaint you gentlemen with not only what is being done, but what you can do; and with that purpose in mind we are preparing manuals for each factor in the trade—a manual for the canner in which all the information that has been presented to you here this afternoon will be contained. A manual will also be prepared for the broker, telling him what he can do in co-operating with this campaign. A manual will also be prepared along the same lines for wholesalers, and still another manual will be prepared for wholesalers' salesmen. In all, I think that there is a total of six manuals.

These manuals will not only give the complete information about the campaign, where it will run, the aim and the purpose, how it will function, but they will also contain practical merchandising ideas. For instance, they will contain suggestions to the wholesaler as to what he can do in his city to promote his brand, what he can do for his retail customers, the whole aim being to get merchandising activity in the retailer's store.

These manuals are now being prepared and they will be in your hands and in the hands of all the other trade factors within ten days. We hope you will find in them that kind of information which you have sought and that you will put the ideas suggested there to work. I can assure you gentlemen that they are not theoretical ideas. We have left out all theory. We have tried to make them extremely practical, knowing that only practical ideas are worth while.

Just one more word. We hope to publish once a month a bulletin which will be mailed to all of you gentlemen and to all trade factors, keeping you in touch with the progress of the campaign. We would like also to make that bulletin practical. We would like to have it full of ideas. We would like to have it contain reports of the progress of the campaign in various cities; and so I am going to ask you if you have any ideas, if you know of any after the campaign gets started, or if you hear of any interesting successes of how a wholesaler or a retailer did this or that which stimulated the sale of canned foods, if you will not kindly send them to the Merchandising Division of the Canners' Advertising Committee at 59 West Forty-Fifth Street, New York City, so that we can use them and make them helpful to all of us. Thank you very much. (Applause.)

MR. FRED ROSS: We now come rapidly to a close in this presentation. Probably all of you have had the thought that I have been requested to put into words. Not only is this an educational campaign for the buyer of canned foods—our wives, our sweethearts—that is the woman—but it is also an educational campaign of another sort.

Do you believe that every canner in this country and his salesmen, that every broker and his salesmen, that every wholesaler and his salesmen, probably a third of whose business rests on canned foods, that every retail grocer and his clerks, at least a quarter of whose business rests on canned foods, knows the whole story of canned foods, knows how to talk them, how to sell them, how to suggest them, how to remove prejudices, how to build faith?

So, take the little store up in the corner, Central Market, or whatever it is. It is an imaginary store. Let us say that Mr. John Brown owns that store at Fifteenth and Sells Street, and that he has six clerks, and that Mr. John Brown publishes that advertisement, let us say, in the "Columbia Dispatch." I do not know even whether that paper is on the list. He publishes that advertisement. What happens? It means that John Brown and his wife and all his clerks are going to read that advertisement. It means that John Brown is going to have all those goods on hand in his store, goods that he has confidence in. It also means that when he reads that advertisement no doubt he is going to read these of the other competitive stores, and he is going to read this one in the middle. I cannot conceive of his not doing so; I wonder if you can conceive his not reading it.

If he does that for twelve weeks, with your committee driving (we will let you, Mr. Harding) your Advertising Agency to fill these advertisements, as this one is filled, with "meat"—it is suggestive, interesting, prejudice removing, full of information—are we not going to clear up the heads of a great many people who spend part of their time and make part of their living handling and selling canned foods? Is it not going to lift the whole subject of canned foods education, both in the public and in the trade, onto a higher level?

If from those of us who have spoken here in the last three-quarters of an hour (we comprise four members of an organization, we are a special committee within our own organization of some 100 people, we are a special committee working on this particular campaign) you have caught anythig of the interest and the enthusiasm that we possess for this campaign, I think that you can join with us in repeating silently, as I read, these words:

"We believe in canned foods.

"We believe in their unsurpassed nourishment and in their infinite safety.

"We believe in their unrivaled freshness and tempting flavor.

"We believe in the Queen of Hostesses, she who in our homes provides twenty-one meals every week.

"We believe in the heaviness of her job and that canned foods, beyond all others, can lighten it.

"We believe that her thrift and her convenience are best served by canned foods.

"We believe that canned foods reduce her manual labor, shorten her hours in the kitchen, add variety to her meals, lessen her anxieties and cares, and preserve her charm.

"We believe that no food products are more worthy to produce or to sell.

"We believe that canned foods possess a truly great story which should be told and retold through sustained educational advertising.

"We believe that to make this advertising help our business, whether we be canner, broker, wholesaler, or retailer, it must be matched by sustained merchandising activity.

"We believe that the final success of any canned foods campaign, designed to educate the consumer and to move merchandise, is determined by what takes place in the retail grocery store.

"We believe that no cooperative campaign can succeed without cooperation.

"Therefore, to establish canned foods merchandising, active, sustained, intelligent, at that efficient level which will fitly and equally serve the canned foods industry and all who handle its 200-odd products, we pledge our thoughtful and energetic help." (Applause.)

PRESIDENT HARDING: Having had some personal share in the consideration of this advertising campaign since its beginning, you may imagine how glad I am that is was possible today to have such a comprehensive and clear presentation of the subject. I think, Mr. Ross, it has been both clear and comprehensive. I have no doubt that you men, Mr. Weaver, Mr. Pelham, and Mr. Hubbard, are perfectly willing to subject yourselves to questions if there are any to be asked.

MR. HARTMAN: Mr. President, on what date do you expect to have the first ad appear?

PRESIDENT HARDING: About the eighteenth of February. Is that correct, Mr. Ross?

MR. ROSS: The exact cities to be covered, the newspapers to be selected, and those details will be placed in your hands February 18.

PRESIDENT HARDING: The magazine advertising which was originally prepared by the committee continues to run during January and February and part of March. Nevertheless, this newspaper campaign will pick it up and supplement it.

I do not know of any further matters of business, formal or otherwise, to come before this meeting. I do not even know whether it is customary to adjourn the meeting by formal vote, but assuming that it is, the Chair is ready to entertain a motion to that effect.

Upon motion duly made and seconded the meeting adjourned at five-ten o'clock.

[Note—In order to complete the association meetings, without interruption, we will follow with Friday morning's final session—and then go into the sectional meetings—Editor.]

GENERAL SESSION

Friday Morning, January 29, 1932

THE meeting convened at nine-forty o'clock, President Harding presiding.

PRESIDENT HARDING: Gentlemen, the meeting will please come to order.

According to the program that I have in front of me the first matter of business to be considered is the report of the Chairman of the Finance Committee. Will he please come forward and make his report?

There the report is. It has already been presented to the convention.

SECRETARY GORRELL: It has been printed and circulated.

PRESIDENT HARDING: The report has been printed, published, accepted, and adopted. I am handing it to the Secretary to be filed. All those in favor say "aye." It is so ordered.

PRESIDENT HARDING: The next is the report on advertising. When we met here on Monday a report was made on advertising by Mr. Fred Ross and his assistants. It was so very much better than I can possibly make and I think that all of you were here and heard it; so I think that we will pass that over, too, if you do not mind.

Report of the Committee on Scientific Research

By E. S. THORNE, Chairman

THE Committee submits as part of its report, the Annual Report of the three departments under the jurisdiction of the Committee on Scientific Research, which will be published in the proceedings of the Convention. A brief statement is given of some of the features of the work done during the past year.

RESEARCH LABORATORIES

Further progress has been made in the study of processes which should be used in canning products of different kinds.

The motorized Field Laboratory has continued its work in studying the bacteriological condition of two canning districts in peas and corn and has given service to our members in those districts which they considered valuable.

During the last canning season it was possible for the first time for canners of non-acid products, such as peas and corn, to obtain sugar guaranteed to have not more than a negligible contamination with spores of spoilage bacteria. This accomplishment is cited as an outstanding illustration of cooperation between two great industries—the canning industry and the sugar industry.

Further progress has been made in the springer-perforation studies being conducted in both laboratories. Interesting results have been obtained with respect to the variation of springer-perforation troubles with the same product in different localities. This variation may be connected, at least in part, with the change in composition of fruit as a result of spray practice. The question has assumed such importance that a cooperative experimental pack with the Department of Agriculture is planned for the coming summer on the subject.

Two papers connected with the vitamin investigation have been published during the last year. In one of these it is pointed out that many canned foods have the higher content of Vitamin C than certain raw vegetables which have been prized because of their supposed high vitamin content. The other article gave

FRANK E. GORRELL
Secretary
National Canners Association

preliminary results from experimental animals which have been maintained for several generations on exclusive canned food diets. This feeding experiment will be continued until ten generations each of rats and guinea pigs have been reared on an exclusive canned food diet. Thus far, the animals appear to be in fine condition.

DIVISION OF HOME ECONOMICS

The work of the Home Economics Division promotes a more intelligent and sympathetic understanding of canned foods on the part of the professional Home Economics groups and others. The Division works with the Home Economics Departments in the colleges and universities, with dietitians, nutrition specialists, institutional buyers, restaurant, hotel and cafeteria managers and consumers' organizations.

During the past year special attention has been given to the preparation of a series of popular leaflets on the use of canned foods. These have met a cordial reception and have been widely used among canners, distributors and consumers.

The work of the Division is outlined in detail in the report to the Research Committee.

RAW PRODUCTS RESEARCH BUREAU

Through the Raw Products Research Bureau the Association brings to the attention of members information on production of better quality raw products at lower costs. Such information is being constantly developed through the agricultural research work of the U. S. Department of Agriculture and the State Agricultural Colleges and Experiment Stations. The Raw Products Bureau interprets the production problems of the industry to these institutions and encourages work relating to better crop

production methods. Through field studies during the crop growing season the Bureau keeps in touch with the canners' crop, variety and seed problems and with the work of the agricultural research agencies.

Through the work and contacts of the Bureau a constantly increasing volume of research on crop improvement, fertilizer requirements, and the breeding of new and better varieties, is being accomplished on behalf of the canner and the grower of canning crops.

The memorandum of the Bureau to the Scientific Research Committee included as part of this report, illustrates abundantly the type of problems with which the Raw Products Research Bureau deals. The effort to solve these and related problems constitute the Bureau's field of work.

SECRETARY GORRELL: I have the report of the Committee on Commercial Research by Mr. Wood.

PRESIDENT HARDING: I think that Mr. Wood would appreciate it very much if you would read it.

Secretary Gorrell read the report of the Committee on Commercial Research by Mr. Leonard E. Wood, and following is the report:

"Your Committee is happy to report progress in its work during the past year. A survey has been made summarizing and evaluating material relating to the distribution of canned foods and pointing out the gaps in information it seems desirable to fill. This report, 'Canned Food Distribution: An Analysis of the Literature', December 1931, prepared by Mr. V. D. Wickizer with the collaboration of Dr. C. L. Alsberg at the Food Research Institute of Stanford University, is now in the hands of the committee in manuscript form.

"This report shows clearly that the published (and also, apparently, the unpublished) information concerning the distribution of canned foods is meager and inadequate and that which is available is either out of date, incomplete, or inconclusive. Your committee, therefore, recommends that the Association, if it is deemed advisable to do anything at this time in face of economic conditions, seriously consider the advisability of adopting a long-time continuing business research for the industry, in order that in the future there may be made available the basic economic data without which the individual canner can scarcely meet intelligently changes in the position of the industry as they occur. An outline of such a program is included in the report.

"Since, through the generosity of Mr. H. W. Phelps, funds are available until next summer, your committee has authorized several more research studies which it is anticipated may be completed by that time. A study is now in progress which will attempt to establish a relationship between the ultimate cost of various canned foods as compared with their chief competitors, fresh fruits and vegetables, on the table and ready for consumption. Other studies are being made of the reports of both the Census of Manufacturers and the Census of Distribution to extract from them as much information as possible which may be helpful to the canning industry in analyzing its distribution problems.

"In summary, your committee recommends that the Association undertake such economic business research as it feels it consistently can."

Committee on Commercial Research of the National Canners Association.

Leonard E. Wood, Chairman;
Dan F. Gerber,
H. L. Harrington,
W. A. Gellerson,
James Moore.

MR. RALPH KEMP (Frankfort, Indiana): I move that the report of the Committee on Commercial Research be accepted.

The motion was duly seconded, put to a vote, and carried.

PRESIDENT HARDING: I see that Mr. Frank Gerber is now in the room, Chairman of the Conference Committee with Distributors. May I ask him for a report?

MR. FRANK GERBER: "Two meetings of the committee were held during the year, the first being at Milwaukee on July 7. The principal subject of discussion at that time was a proposed revision of the food guaranty offered by the National Wholesale Grocers Association. An extended discussion was had and, no conclusion then appearing possible, arrangements were made for the appointment of sub-committees from the various associations to further discuss the subject and report at the next meeting.

"The second meeting was held in Chicago during the present week. The meeting was largely attended and the sub-committees previously referred to reported that an alternative plan was under consideration in lieu of revision of the food guaranty, and that the canners' committee were ready to report the status of these considerations in the form of a resolution adopted by their Board of Directors reading as follows:

"That authority be delegated to the President to appoint a committee of three to consider, and, if feasible, to submit to the next regular meeting of the Administrative Council a plan for financing an extension of the Association service in the investigation and defense of consumer complaints and in addition thereto protection against adjudicated or settled claims, if possible, in excess of some reasonable minimum and up to such maximum as may appear practical, and to authorize the Administrative Council to inaugurate any satisfactory plan so submitted.

"On motion this report was unanimously approved.

"Upon motion the following resolution was unanimously adopted:

"Whereas, It has been the practice for certain canners and distributors to place upon their canned food labels a statement instructing the consumer to remove the contents from the can as soon as opened or to empty the can immediately after opening, and

"Whereas, Such a statement is regarded by many consumers as a warning that to leave food in an open can is dangerous, and

"Whereas, There is no justification whatever for such a fear on the part of the consumer and the use of such a legend is prejudicial to the use of canned foods; be it therefore

"RESOLVED, That the Conference Committee of the Canners and Distributors go on record as opposed to the use of legends of that nature on canned food products.

"Dr. Bigelow reported at length on a tentative revision of the list of recommended net weights and after much discussion the list was approved as read.

"Other matters of interest were discussed, none of which required formal action.

"Frank Gerber, Acting Chairman, Chicago, Friday, January 29, 1932."

I move the adoption of this report.

PRESIDENT HARDING: Thank you, Mr. Gerber. Mr. Gerber has read the report of the Conference Committee, an intensely important report. He moves its adoption. Is it seconded?

The motion was duly seconded, put to a vote, and carried.

PRESIDENT HARDING: Mr. Gerber, will you also make the report of the Pension Committee?

MR. FRANK GERBER: "Satisfactory operation of the plan continues and there is nothing of general interest to report at this time.

"Frank Gerber, Chairman, Chicago, January 29, 1932."

MR. F. E. JEWETT: I move that that report be accepted and adopted.

The motion was duly seconded, put to a vote, and carried.

PRESIDENT HARDING: At the Board meeting on Monday the Board directed the appointment of a committee which I chose to call the Committee on Production. Mr. B. C. Nott is the Chairman of that committee, and I am going to ask him to make his report.

MR. B. C. NOTT: "In pursuance of a resolution passed by the Board of Directors at its meeting on Monday, President Harding appointed a committee to consider the production conditions of the canning industry. This committee has met and is prepared to make its report to the Board of Directors as required by the resolution.

"Mr. Nils A. Olsen, of the Bureau of Agricultural Economics, met with the Committee and took part in the discussions.

"The following statements were approved as the basis for the discussions by the Committee:

"1. No industry can afford to pack annually more goods than it can finance under present methods of buying and sell at a profit, taking prospective carry-over into consideration.

"2. No individual packer can hope to safely pack more than he can finance and sell (taking his expected carry-over into consideration) without endangering his own position and that of the industry.

"3. Suppliers of materials and supplies to canners are endangering their own business and that of the industry itself by selling canners materials and supplies beyond their real needs and/or by financing canners beyond the canners' individual ability to pay.

"4. It is recognized, however, that weather conditions affect packs beyond canners' control and that a sane and reasonable carry-over to anticipate unusual weather conditions should apply.

"5. The prospective carry-over of any industry being dependent, among other things, upon current consumption, it follows that periodical publication of movement and stock is essential to a planned production.

"After full discussion the Committee adopted the following motions:

"1. That the work of the Committee in its initial stages be limited to consideration of corn, peas, and tomatoes.

"2. That it be recommended that a standing committee of the Association be appointed to cooperate with Government departments in developing information on the production, distribution and consumption of canned foods.

"3. Recognizing that after statistical information and forecasts are available, cooperation within each commodity will be required if production is to be rationalized, we recommend that the Corn Group, the Pea Group, and the Tomato Group proceed to organize machinery for the distribution of the information in the most effective way possible.

"The action of the Production Committee was presented to the Pea Section by Harvey R. Burr, to the Tomato Section by Harry L. Cannon, and to the Corn Section by Morton Steinhart.

"Each of these sections endorsed the action of the Committee and approved the setting up of the necessary machinery to assure most effective cooperation with the Bureau of Agricultural Economics.

"It will be appropriate if the Board of Directors authorize the appointment of a Committee as recommended: To confer with the Government departments and devise with them the best methods for obtaining canners' cooperation in furnishing facts and data required and in utilizing such information in planning the industry's future program.

"Production Committee appointed by President Harding:

B. C. Nott, Chairman	E. B. Cosgrove
B. E. Maling	H. L. Cannon
Albert Lester	D. H. Stevenson
H. E. MacConaughey	E. S. Thorne
J. F. Barker	James Moore
Howard Orr	John Baxter
Ralph Kemp	F. E. Jewett
E. F. Trego	Morton Steinhart
H. Burr	Preston McKinney

"Dr. Alsberg, Mr. Olsen, and Mr. Hollingshead were also present and aided the committee in its work."

Mr. Chairman, I move the adoption of this report.

The motion was duly seconded, put to a vote, and carried.

MR. B. C. NOTT: I have, Mr. President, another resolution:

"Whereas, There has been a recurrent maladjustment between supply and demand in the canning industry, greatly accentuated by the seasonal character of its operations, and

"Whereas, The stabilization of the industry and the adjustment of its output to market requirements can be successful only if based upon adequate information, and

"Whereas, The Department of Agriculture, through its Bureau of Agricultural Economics, has already been of great assistance to the industry in obtaining the necessary data, and

"Whereas, The formulation of a program for intelligently planned production of a seasonal product requires the collection and analysis of additional information which the Department of Agriculture, through its experience, is best equipped to obtain; therefore be it

"RESOLVED, That we earnestly urge the Department of Agriculture, through its Bureau of Agricultural Economics, to provide such extension of its valuable service as will furnish the canning industry the information it needs with respect to crop acreage and production, carry-over, price ranges, and economic conditions that directly affect the industry and its operations; and be it further

"RESOLVED, That the National Canners Association pledge the support and cooperation of its members, and urge similar cooperation and support by the State Canners Associations, and their members, in furnishing to the Department of Agriculture the information it requires."

I move the adoption, Mr. President.

The motion was duly seconded, put to a vote, and carried.

Resolutions

PRESIDENT HARDING: Will Mr. E. E. Chase, Jr., report for the Committee on Resolutions?

MR. PRESTON McKINNEY: Mr. Chase has asked me to read the resolutions if there is no objection.

"Whereas, The success of this convention has been due in a large measure to the cooperation of our allied associations,

"National Food Brokers Association,
National Wholesale Grocers Association,
American Wholesale Grocers Association,
National Association of Retail Grocers,
National Chain Store Association, and
Canning Machinery & Supplies Association; be it

"RESOLVED, That the National Canners Association express its appreciation to them with sincere wishes that these affiliations continue to be of mutual benefit and satisfaction to all."

Is it necessary to move the adoption of each of these?

PRESIDENT HARDING: I think, perhaps, that we can act on them as a whole.

MR. McKINNEY: "RESOLVED, That we express to the trade papers and the daily press our appreciation of their friendly recording of the events of this convention."

"RESOLVED, That an appreciation be expressed to the American Can Company for their courteous hospitality."

"We have been greatly impressed by the suggestions and counsel presented by Mr. Nils A. Olsen, Chief of the Bureau of Agricultural Economics of the United States Department of Agriculture, both in his address at the Monday afternoon session and in the committee meetings during the convention. Now, therefore, we cordially thank Mr. Olsen for the friendly service he has rendered us."

"RESOLVED, That we urge our Federal, State, and Municipal Governments to effect economies in government, this being the only and proper means of relieving business of the staggering burden of taxation."

"RESOLVED, That we commend to the attention of the Board of Directors and the industry at large the recommendation for the establishment of an information service for members as contained in the annual address delivered at this convention by our President, Francis A. Harding."

"Whereas, The speakers at our general and section meetings have contributed greatly to the success of this convention; be it

"RESOLVED, That our sincere appreciation and thanks be extended to each of them."

"Whereas, The Department of Commerce through its various branches has continued its helpful assistance to the Association and to the canning industry, and

"Whereas, The quarterly surveys of stocks of canned foods instituted by the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce are proving of increasing value to the canning industry and trade; therefore be it

"RESOLVED, That the National Canners Association record its appreciation of the service provided by the Department of Commerce, especially the establishment of the canned food stock surveys, and pledge the cooperation and support of the Association's members in the maintenance of this survey service."

"RESOLVED, That the National Canners Association does hereby commend the program of observance of the Two Hundredth Anniversary of the birth of George Washington to take place in 1932, so that future generations of American citizens may be inspired to live according to the example and precepts of Washington's exalted life and character, and thus perpetuate the American Republic; and be it further

"RESOLVED, That this resolution be incorporated in the official proceedings of this meeting and that a copy thereof be transmitted to the United States George Washington Bicentennial Commission, Washington, D. C."

Here is one about which there may be some question:

"Francis A. Harding, having completed his term of office as President of the National Canners Association, now joins that distinguished group of Past Presidents and does them honor.

"Through these trying times Mr. Harding hase presided over the affairs of the Association with poise, dignity, courage, and tact. His work for the Association has been done at unquestioned sacrific of his time and energies. One of many examples of this sacrific is his work as the canners' member of the committee of three which has conducted the Association advertising campaign. Under his direction and closest scrutiny large sums of money have been expended in this campaign with care, ability, and success.

"Through this resolution we pay our affectionate respects to Mr. Harding and wish him many years of happiness and usefulness."

I move the adoption of that as a special order.

The motion was severally seconded.

MR. McKINNEY: I will preside for the moment, which is a wonderful honor. All in favor say "aye."

The resolution was carried.

MR. McKINNEY: Here is another one that I do not know what we will do with:

"This convention signalizes the twenty-fifth anniversary of those two inseparables—the National Canners Association and the Secretaryship of Frank E. Gorrell. For the twenty-fifth time we affectionately salute our friend Frank Gorrell and wish him health, long life, and happiness."

I move the adoption of this resolution, too.

The motion was severally seconded.

MR. McKINNEY: All in favor say "aye."

The resolution was carried.

MR. McKINNEY: "RESOLVED, That authority be delegated to the President to act for this Association in the selection of the location for the next convention."

This last is not a resolution but a tribute, and I would suggest, Mr. President, that those present be asked to stand when it is read.

"A Tribute to Royal F. Clark.

"In the immutable course of events the canning industry has suffered the loss of many of its leaders and the most recent of these was the untimely passing of Royal F. Clark.

"Mr. Clark was an ex-President of the National Canners Association, the Western Canners Association, and the Wisconsin Canners Association, and one of the few individuals to have occupied all of the other positions of responsibility, honor and trust within the power of the canning industry to bestow.

"Mr. Clark exemplified that rare and lovable leadership which promoted wide-spread intimacies and friendships within his own and related industries, engendering harmony and good fellowship and good feeling that will long endure.

"National Canners Association,

Francis A. Harding, President;
Frank E. Gorrell, Secretary."

Someone will have to move the adoption of these resolutions.

PRESIDENT HARDING: You have just heard, gentlemen, the report of the Committee on Resolutions. I have to take some exception to one of the resolutions offered. With that exception a motion is in order.

MR. E. E. CHASE, JR.: I move the adoption of the report of the Committee on Resolutions.

The motion was duly seconded, put to a vote, and carried.

PRESIDENT HARDING' Will the Chairmen of the Sections please let us have their respective reports? We will start with Mr. Kemp, Chairman of the Tomato and Tomato Products Section.

MR. RALPH KEMP (Chairman, Tomato and Tomato Products Section): There was nothing of very much interest or very much importance in the meeting of the Section. It was very poorly attended seemingly this year, and the canners seemed to show very little interest, particularly in the matter of statistics.

A motion was passed there which I would like to present at this time and move that it be referred to the Board. (It was handed in but not read.)

PRESIDENT HARDING: Under a standing resolution of the Board of Directors, the reports of Section Chairmen are automatically referred to the Board.

Is Mr. Morris here?

MR. H. L. MORRIS (Chairman, Corn Section): Mr. President, I am pleased to report that the Corn Section was well attended, although the interest was not as hoped for; but I might say that it was as good as could be expected.

Our program, I think, was indeed interesting and constructive. It was a well-balanced program and, I think, taken home by all that attended.

There were two resolutions passed, one as outlined by Mr. Nott in regard to the statistics of the Bureau of Agricultural Economics, Department of Agriculture, and the other pertaining to the buyer's pro rata contract which has been presented to the National Canners Association for approval.

They elected for the coming year Mr. Howard M. Lum, of Hilton, New York, as Chairman; and Mr. Hugh Funderburg, of Belvidere, Illinois, as Secretary. Neither of the gentlemen was present.

PRESIDENT HARDING: Are there any other Section Chairman present?

MR. G. B. ROLLINS (Chairman, Fruit Section): In the Fruit Section considerable interest was shown around the cherry advertising program, which is the highlight of "Cherry Week."

The following resolution was adopted at the regular meeting of the Fruit Section, January 27, 1932:

"Moved by Mr. J. O. Holt, of Eugene, Oregon; seconded by Preston McKinney, San Francisco, California: that we respectfully recommend to the U. S. Department of Agriculture, that the wording and border of the sub-standard legend, under the Mapes-McNary Law, be modified to be less severe in wording and appearance."

Unanimously adopted.

Mr. Herbert E. Gray, of the Barron-Gray Packing Company, California, was elected Chairman for the ensuing year, and Mr. Karl S. Reynolds, of Sturgeon Bay, Wisconsin, was elected Secretary.

MR. J. E. DeMASTER (Chairman, Beet Section): Mr. President, the Beet Section held its regular meeting and had some topics that I am sure were interesting. Statistics were presented showing a 55 per cent pack this year over that of a year ago.

A resolution was adopted at the Beet Section meeting recommending to the Beet Canners that they use the statistical service of Mr. Dye, the same as the Corn Canners are using.

Mr. R. E. Chittenden, of Newark, New Jersey, was elected Chairman, and Mr. King Weeman, of the Shawano Canning Company, Shawano, Wisconsin, was elected Secretary.

PRESIDENT HARDING: Thank you, sir. Are there any other sectional reports?

MR. B. E. MALING (Chairman, Apple Products Section): We had a very good meeting. Nothing happened but an argument whether we should pack apples with sugar instead of with salt.

A new set of officers were elected which has been turned in.

Report of the Chairman of the Meat Section to the National Canners Association

F. G. BAKER

THE Technical Committee of the Meat Section for the year 1931 consisted of L. M. Tolman, W. D. Richardson, J. J. Vollertsen, Max Gerth, W. J. Foell, and the Chairman and Secretary ex officio.

At the time of the last convention the committee met to discuss the progress of the research being carried out by Dr. Cameron and Dr. Yesair of the Research Laboratory. Plans were made for experimental packs to be put down later in the year. In pursuance of these plans packs of Vienna style sausage with cereal and without cereal, and a pack of tripe with milk were packed at the plant of the Foell Packing Company on July 7 and 8. Packs of roast beef and brains with gravy were put down on July 9 at the plant of the Republic Food Products Company.

On July 16 the following Committee on Standards was appointed: A. W. Brickman, Chairman; W. J. Foell, W. F. Bohlman, John Melchoir, E. A. Ellendt and Edward Claire with the Chairman and Secretary of the Section as members ex officio. It will be recalled that a general policy of standardization had been adopted in principal by the Meat Section at its annual meeting in January, 1931. In the meantime, a committee of the Institute of American Meat Packers had interested itself in certain meat products packed in glass jars. Since many members of the Meat Section also produce such products, it was considered advisable to appoint a Committee on Standards to co-operate with the Institute's committee. The committee appointed included all of the members of a similar committee of the National Meat Canners Association. In a sense, then, the above named committee represented that organization as well as the Meat Section. The accomplishments of the committee were presented to the Meat Section Thursday morning.

The Section convened Thursday morning to receive the Chairman's report as well as the reports of the Technical Committee and the Standards Committee. Dr. Cameron of the Research Laboratories reported concerning the studies on meat processing which had been made during the past two years by the Research Laboratory. Mr. H. C. Carr of Libby, McNeill & Libby, presented a paper on quality in canned meats. Mr. D. F. Sampson of the American Can Company presented an address on "The Can As A Help In Selling Meat." Following these papers there was considerable discussion. The discussion included the

propriety of the label on the can carrying a statement concerning emptying the contents of the can on opening. This subject was referred to the Technical Committee for consideration and report to the Meat Section.

The Nominating Committee appointed by the Chair at the opening of the session included the following: Messrs. Kurk of Wilson & Company; Newton of Swift and Company; Martin of the Illinois Meat Company, and John Claire of the Republic Food Products Company. At the close of the program and discussion the committee reported that after a canvass of opinion of the members of the Section, the committee wishes to present the name of Mr. F. G. Baker for Chairman, and C. R. Moulton for Secretary. No nominations being made from the floor, the Section proceeded to elect the gentlemen named as officers for the coming year.

PRESIDENT HARDING: We are ready to receive further reports from Section Chairmen. Are there no other Section Chairmen in the room? Apparently not.

Is there any other matter of business to come before the meeting?

There are several former Presidents of the National Canners Association in the room. I know that every one of them will bear out what I am going to try to say. I approached this job with great humility and respect; I am leaving it with greater respect for it.

I want to thank all of you fellows very, very sincerely for the forbearance, the indulgence, with which my feeble efforts during the year have been met. I am painfully conscious of the fact that I received far more than I have been able to give; nevertheless, my experience has been the most delightful of its kind, or any other kind I can think of, that I have ever had.

Now I am going to present to you the real President of the National Canners Association, Mr. Mark Hutchinson. (Applause.) In doing so I have been given the privilege, Mark, of presenting you with the gavel of your office. That gavel comes to you with all the good wishes in the world of your fellow canners in the state of Michigan. (Applause.)

President-elect Mark Hutchinson took the chair.

PRESIDENT HUTCHINSON: I am glad to have been remembered by my fellow canners in Michigan. I am especially glad to have received this splendid token of their esteem from the hands of Frank Harding, for whom I have great respect and affection. He has blazed a trail that will be worthy of any President of the National Canners Association to follow.

I do not suppose that anyone ever took up the task of Presidency of the National Canners Association who felt that he was capable of filling the office or worthy of it. I, too, approach this work with great respect and humility, and I am sure that you will be much more interested in performance, even though it is feeble, than you will in promises.

So, in the interest of conserving time, I am going to introduce Mr. Ed Trego at this time. (Applause.)

MR. E. F. TREGO: Frank (referring to Ex-President Harding) you did a mighty fine job; boy, we are proud of you. There is only one event in your year's work that we thought was rotten. (Laughter.) I do not blame you, I have been there. There is a little place on the Pacific Coast called Pebble Beach, I think one of the most beautiful golf courses in the world. The scenery there sometimes bothers people from here when they go to play golf, and also there is a Canary Cottage out there. If you go out there the night before a game, the next day is awful. Also, if you visit the American Can too much, it is worse. So I do not know that you are to blame.

You did not represent us very well there—that is, us boys who live east of the mountains. The boys west of the mountains like to get us out there on that particular course and take our money, and they do; but as a little remembrance from your friends, we got a little package for you so that the next time you go back we hope that you will do a little better.

In giving you this I simply want to say that we think that you have done one of the finest jobs we have ever had done for us. We know that you spent a tremendous amount of time and worked hard at it. I know this, Frank, that you made a wonderful bunch of friends who are going to stay with you all your life, and we hope that that is more than going to pay for the good work and time that you spent on the job.

Mr. Harding was presented with a set of matched golf clubs.

SECRETARY GORRELL: Boy, I sure hope that you can wield these better than I do. They say that I am the rottenest golfer that went to the Coast, but I believe that you are pretty close to me.

MR. TREGO: Harding, just show the boys how you putted the morning after you were at Canary Cottage.

MR. FRANCIS HARDING: I feel now a little more bewildered and completely overwhelmed than I ever did in my life. You were not expecting a real elaborate response, were you?

MR. TREGO: Oh, no.

MR. HARDING: Well, I am absolutely incapable of making an appropriate one to the many kind things that Ed Trego has said; and I am equally incapable of thanking you adequately. I I can only repeat what I tried to say a few moments ago, that I am very, very grateful for having had the opportunity for the wonderful experiences of this past year. I will try to use those creditably. I do not think that I can say any more. (Applause.)

BEN C. NOTT
Chairman, Production Committee
National Canners Association

PRESIDENT HUTCHINSON: Gentlemen, it has been customary to read the appointment of committees at this meeting, but in order to conserve time I shall read and ask for the confirmation of the Finance Committee and the rest of the committees will be published in the official bulletin of the National Canners Association.

The Finance Committee is as follows:

Francis A Harding, Chairman;
H. L. Cannon
E. B. Cosgrove
Elmer E. Chase
Mark Ewald
Frank Gerber
Arthur Hamilton
R. W. Hemingway
C. E. Hume
Ralph Kemp
H. E. MacConaughey
James Moore
B. C. Nott
E. F. Trego
Leonard E. Wood
C. A. Yunker

According to the By-Laws it is necessary to have the appointment of the Finance Committee approved? Do I hear a motion?

MR. E. E. CHASE, JR.: I move that the committee be approved.

The motion was duly seconded, put to a vote, and carried.

PRESIDENT HUTCHINSON: Is there any further business to come before this convention? A motion to adjourn the 1932 convention, then, is in order.

MR. G. B. ROLLINS: I move that we adjourn.

The motion was duly seconded and the meeting adjourned at ten-thirty o'clock.

Tomato and Tomato Products Section

Tuesday Morning, January 26th, 1932

THE Tomato and Tomato Products Section meeting, held in conjunction with the Twenty-Fifth Annual Convention of the National Canners Association, January 25-29, 1932, at the Stevens Hotel, Chicago, Illinois, convened at ten o'clock, Mr. Ralph Kemp, Frankfort, Indiana, presiding.

CHAIRMAN KEMP: I had a letter from Mr. Donk, who was appointed Secretary last year, saying that he would be unable to come to the meeting. I am taking the liberty of appointing Mr. H. H. Hankins as temporary Secretary.

The first thing on the program is "Financing and Warehousing," by Mr. P. H. Caris, of the William H. Banks Company, Chicago, Illinois.

Mr. P. H. Caris read his prepared paper entitled "Financing and Warehousing," and he summarized his address, in the following recital:

"There is a certain canner with whom we are doing business (I have not seen him and I do not know whether or not he is in the room), but he is a rather outstanding example of what has been done in some cases. In 1930 this man signed a warehousing contract because he felt that he might not be able to take care of his financial needs on his open lines.

"As time went on, even though we had a contract signed, we had no notice of this man's warehouse receipts. I wrote to him. He replied saying that the way his merchandise was moving out he had not found it necessary to borrow additional money. You must remember that this was in 1930 when everybody thought that there was a short crop of tomatoes, and most people were holding out for a better price. However, this man explained to me that he felt that as long as he was making a profit he would let everybody else worry about whether or not he could take a bigger profit. Consequently, he went ahead and moved his merchandise and, to our surprise, got through his season without any warehousing whatsoever.

"When 1931 came along this same man wrote in and said, 'Be sure and have your warehousing arrangement ready, because I may need you this year.' So we proceeded with the same set-up that we had had the year before.

"He later wrote and said that he had had some difficulty in getting the amount of money that he needed on account of his local bank's condition, that they were not able to give him the money that he ordinarily required, and asked me to come in and call upon him. When I called upon him we talked with the local banker. I asked the local banker whether they had correspondents that might be interested in helping out in this situation. Of course, it was a time when all banks were watching just what kind of merchandise on which they loaned money, and for the most part banks were not loaning money on merchandise.

"However, the local bank liked this canner. He had grown up there and had made progress over eight or nine years, and his record showed that he had always handled himself nicely in connection with his banking. He never got himself out on a limb by packing more stuff than he could sell. I could not get up and make these statements if this were not a specific case. It happened this year.

"After talking with this man's banker, I suggested that there was only one outlet for this man to get money and that was through a larger bank that thought the most of his local banker. So we arranged to go to see this banker in another town. The local banker, the canner and myself called upon the President of the larger bank.

"While talking with the larger banker he said, 'Well, we are a savings bank; we are not in the habit (and that is the reason that we are in as liquid a position today as we are) of loaning a lot of money on commodities.'

"However, the local banker, being liked by the larger bank, told the other banker that this canner was a very vital element in his community, that he employed considerable labor, that he bought tomatoes from many farmers in the locality, that he was an asset to the local bank, and that therefore he would like very much to see this other bank take on the outside line.

"Then it was the canner's turn to explain what he had done. He had records with him to show that he had packed conservatively and consistently over a period of years, each year his pack increasing slightly, but never to the extent that he could not sell it. He also gave references that this bank could call up and find out what class of merchandise he packed. It took the bank only a few minutes to make these checks.

"The next check was a check with the warehousing arrangement, with which the bank was not familiar. After explaining and satisfying the bank, that bank made a commitment immediately to take care of this man's requirements.

"I might end this story here, but it is not the proper place to end it. This canner, who is a tomato canner in Illinois, in December cleaned up this outside bank line because he had moved his tomatoes. By the fifteenth of January he had cleaned up the small line that he had locally, and so far as we were concerned we were out of the picture as warehousemen.

"I consider that quite a record, and I hope that that man is here to hear me tell it. I think that he is proud of his record, but he is very conservative and does not get out and tell people about the things that he does."

CHAIRMAN KEMP: I would like to appoint a committee to nominate the officers for next year:

Mr. A. L. Sharp, Ohio.
Mr. H. L. Herrington, Utah.
Mr. Lucius E. Hires, New Jersey.

We now have an important subject which was discussed last year, and I presume that there has been very much more information obtained on this subject. I would like now to introduce Mr. R. H. Winters, of the Research Laboratory of the American Can Company, who will talk to you on "Tomato Juice Standardization." (This address will be printed as a special article, later on, together with the discussion.)

There was a question brought up yesterday in the general meeting, and later in a committee meeting, and I would like to have that proposition put before you this morning by Mr. Cannon. I think that it is very interesting and very essential that you all have this report. Mr. Cannon.

MR. H. L. CANNON: I hope that every one of you gentlemen in the room was fortunate enough to have heard Dr. Olsen yesterday. There is an opportunity now afforded the canners of the country for authentic information, and most vital information, that we have never had the opportunity before of getting. The Department of Economics, under the Bureau of Agriculture, have not only expressed a willingness but almost a desire to be of this assistance.

Dr. Olsen explained very thoroughly yesterday by his charts the great benefit to be derived by intelligent co-ordination and interpretation of figures to be derived over long range studies on acreage, packs, and prices resultant from certain packs.

I do not think that the Department of Agriculture will assume or attempt to designate specific figures as to the number of acres of tomatoes, of corn, or of peas that are desirable to be packed a certain year; but their charts when made up will be of such invaluable information for the man who wants to read the trends, and therefore, in some manner at least, stabilize our acreage.

The Board of Directors of the National Canners Association at their meeting yesterday approved a plan to have the President appoint a temporary committee to study with Dr. Olsen the best means of obtaining these results. At that meeting the following resolutions were passed. Dr. Olsen sat in the meeting all afternoon, together with Dr. Hollingshead. The first thing decided upon was the following resolution:

"That the work of the committee in its initial stages be limited to consideration of corn, peas, and tomatoes."

Many of us, of course, are suffering from lack of information in other products as well as these three staples; but to get the work started it was felt that to burden the Department with too many items at this time might be disastrous. So it was determined that those were the three items to be considered first, at least.

"That it be recommended that a standing committee of the Association (that is the National Canners Association) be appointed to co-operate with the government department in developing information on the production, distribution and consumption of canned foods."

This will be a committee appointed a little later by the President of the National Canners Association, whose function it is to work as closely with Dr. Olsen's department as possible in aiding and assisting him in securing the data necessary. May I say right here that it is absolutely up to us. Do you gentlemen want this or do you not want it? Here is an opportunity of getting something almost necessary for the industry, but it

will not be gotten unless you gentlemen individually are willing to furnish the necessary information. It is your information. You have it.

If you are willing to co-operate in the fullest (and I mean by that promptly as well as in detail) when you are sent questionnaires by the department, then great results can be obtained, because the Department of Economics will not issue any forecastings or any statements whatever unless the return is sufficiently broad and comprehensive to be worth while.

So I wish that you would all take that to heart, and do not just verbally pass on a resolution here today and when you receive the questionnaire on your desk next month or in the months to follow think that that is just one more thing to go in the scrap basket, because if you do not answer these questions as sent to you the whole purpose is defeated.

I think that Dr. Olsen showed so conclusively yesterday the desirable results that have been obtained in other industries that he has taken up, the dairy industry, for instance. He showed that the results probably to be obtained would be the relationship between acreage and production, the relation between production and price. Those things are most interesting.

We all have a vague idea that 14,000,000 cases of tomatoes, for instance, are what should be packed. That is just your guess. You have no foundation for believing that that is a normal demand, but if we had figures charted and interpolated for us showing the result of certain size packs with resultant prices and certain size packs in relation to the carry-over, I think that it would be simply invaluable.

I am putting it up to you gentlemen squarely as a personal matter. If you want it, you can get it; if you do not want it, do not answer those questionnaires, because you will not get it.

The third resolution of the temporary committee yesterday was this:

"Recognizing that after statistical information and forecasts are available, co-operation within each commodity will be required if production is to be rationalized, we recommend that the Corn Group, the Pea Group, and the Tomato Group proceeds to organize machinery for the distribution of the information in the most effective way possible."

It is very evident that these several commodities that will be first studied will have to be treated separately in their respective groups; and, therefore, Mr. Chairman, I would like to move that this Tomato Group of the National Canners Association approve the appointing of a committee to set up the machinery for the proper dissemination of this information when received. There is no definite plan today as to just what that mechanism should be, but I think it very desirable that the Chairman of your section be given the power to appoint such a committee who, in turn, will use their best efforts in making available this information when received to the tomato growers of the country. I make such a motion.

The motion was duly seconded, put to a vote, and carried.

CHAIRMAN KEMP: Next on the program will be discussion of the "Purchase of Raw Products Under Federal Grades" by Mr. F. C. Gaylord and Mr. A. D. Radebaugh.

(Mr. Gaylord's address will be published in an early issue.)

CHAIRMAN KEMP: We want to hear about these 50-ton yields now, Mr. Radebaugh.

Buying Tomatoes on Grade

By A. D. RADEBAUGH
American Can Co., Chicago, Ill.

AFTER going through this inspection and seeing Mr. Gaylord work and hearing his talk, I have to recite to you a quotation that one of our men made the other day about a good inspector. He said, "The most desirable attributes of an inspector are an arbitrary mind and sufficient physique to duly impress the growers with the futility of argument." (Laughter.) I think that that ought to apply to Mr. Gaylord good and proper after all he has told you today.

They do grow a lot of tomatoes in Utah and they grow a lot of good ones. The average this year for Utah, which was the first year (we do not have to go back to 1927) ran 61 per cent No. 1's, 34 per cent No. 2's, and 5 per cent culls; and Mr. Gaylord started out at 30. I really did want him to see some of them. I have been called a liar and a whole lot more of them out there have, but we are used to it, and if you really want to see them you come out there and look at them.

Getting to grading, I just want to bring this one point out to start with. I think that grading has come to stay. I really believe that it is the thing on which the canners are going to have to depend if they are going to get any place in the canning industry. It is not only going to be on tomatoes, but it is going to be on all the other products that you can; so we might just as well be prepared for that.

To make a comparison, not long ago one of the largest distributors of fresh vegetables made this statement: Before their company could purchase fresh vegetables on a graded basis they lost money every time they tried to handle them. Since that time and now that they can purchase them on grade they have never lost money, they have consistently made money and their volume of business has continued to increase. They attribute it entirely to the fact that they can now know the grade of product that they are purchasing to sell.

If you do not believe that there is some significance to that, I just finished spending nearly two weeks, going back to 1918 up to the present time, compiling the statistics on fresh vegetables in comparison with canned foods of the same commodities. It has increased from 151,000 acres in 1918 to over 500,000 acres at the present time. In 1918 the actual value of fresh vegetables was way below the actual value of canned foods, what the farmers received; today it is almost double—that is, the actual value of canned vegetables. In spite of the fact that during the past two years prices were going down on fresh vegetables, acreage and total production has continued to increase. So we have something about which to think. You have some competition to meet; and I really believe that buying on grade, providing you have the proper inspectors which you have just heard described here, is going to mean a whole lot to the canning industry.

I am not going to bore you with a whole lot of figures. However, we have bumped into some things, and one of them is on the present grade for pulp tomatoes where they are manufacturing pulp and tomato products. We had instances this year when growers delivered to the canner tomatoes that ran 88 per cent No. 2's and 12 per cent culls, and there was not a No. 1 in the load. They had no tolerance on culls, they had no tolerance on No. 2's. It is true that you can can a standard tomato out of No. 2's; but if you try to make a pulp that is going to be accepted by the trade out of that quantity of No. 2's, you are going to be disappointed when you go to sell it. So I do believe that a tolerance on culls is a good thing. You cannot make it too low. I think that 5 per cent is too low, because when you hit some of these bad years you are going to need an inspector just a little bit better than the one I have described if you are going to get by. Therefore, make it high enough so that you can stick to it during the good years and the bad years and not be changing every year after you get into it.

I think that it is going to be necessary to make a tolerance on No. 2's. Just what that should be we cannot say at the present time, but I believe that it is going to come.

On prices that you can pay for tomatoes, I am going a little further than Mr. Gaylord went. Not every canner in the United States has a demand to pack a fancy or extra standard tomato. There has been and probably always will be a big demand for standard tomatoes; so the price that you can afford to pay for the differential between No. 1's and No. 2's should be governed by the type of product that you have a demand for. If you are going out and pay a great big price for No. 1 tomatoes and have only a trade for standard tomatoes, you are going to be out of luck when you figure up your cost at the end of the season and try to compete against it. Now, if you only have trade for a fancy product and desire to pack just as few standards as possible, then you had better make a great big difference and you had better be sure that the price on No. 2's is going to be so low that the farmer really does not want to deliver any. That is what happens and has happened when you get the price of 1's and 2's too close—the farmer is perfectly willing to take the price of No. 2's and forget about trying to deliver you No. 1's. So those things will have to be borne in mind when you are trying to put a price on tomatoes.

I do not believe that canners as a whole—I do not believe that any of us, in fact, when we started this thing—really knew just what No. 1 tomatoes and No. 2 tomatoes were worth to us; so this year we did try to get some figures along that line. We did take good tomatoes, too; we knew where to get them.

All No. 1 tomatoes will not pack fancy tomatoes. You will see tomatoes that agree in color. You cannot skin everyone They will pass the color requirements, but when you get the skins off and put them in a bucket alongside a good tomato you are ashamed of them. So you cannot expect to pack 100 per cent fancy tomatoes from a ton of No. 1's. Our records this year run 63.7 per cent real fancy tomatoes from a ton. We run 36.3 per cent standard.

Some of your No. 2's will pack some fancy tomatoes, because you will have a lot of tomatoes that will be classed when they are green as No. 2's on account of color. If you do not can

those tomatoes, if delivered today, but can them tomorrow, they will reach a stage where they can be classified as No. 1's and pack fancy tomatoes. So you will get some fancy pack out of your No. 2's as well as some standards out of your No. 1's.

Your cases per ton from your No. 1's will be larger than from No. 2's. This year on our tests we averaged 38.9 cases No. 2½'s per ton, or a recovery of 55.5 per cent. On No. 2's we ran 32.9 or a recovery of 46.8 per cent.

Another thing that I would like to bring out to you—and I know that there has been some work done on it—is the cost of handling No. 2's in your factory. We tried to get some records on that this year. It will cost you, just to put through your factory, about $2 a ton more on No. 2 tomatoes than it will on No. 1 tomatoes. When you are getting a high percentage of No. 2 tomatoes in your factory your production will slow down over that when you are getting a high percentage of No. 1's.

In some tests that we ran it took four minutes at one factory, which was quite a large factory, to run through a ton of tomatoes that was running 82 per cent 1's, 16 per cent 2's, and 2 per cent culls. On a load running 46 per cent 1's, 47 per cent 2's, and 7 per cent culls it took five and one-half minutes. If you are running a big factory and you have to slow down a minute and a half to run through a ton of tomatoes you can appreciate what it means in a day.

A lot of canners have not considered the size of tomatoes and really what it costs to handle them; so we figured that we should have some information on that.

First, we took tomatoes of various sizes to find out how many there were in a ton. This may be of interest to you:

Tomatoes 1½ to 1¾ inches	25,600 per ton
Tomatoes 1¾ to 2¼ inches	17,112 per ton
Tomatoes 2¼ to 2½ inches	9,401 per ton
Tomatoes 2½ to 2¾ inches	7,767 per ton
Tomatoes 2¾ to 3 inches	5,517 per ton
Tomatoes over 3 inches	4,336 per ton

To see how those figures would work, we went out during the season and measured a number of boxes of tomatoes every few days, we measured every tomato to find out how they were running. We then took this table and weighed them, and this table is within .02 of 1 per cent of being the actual weight of the tomatoes in this table; so it is close enough.

To go further we took a ton of tomatoes that measured from 2 to 2¼ inches and we took a ton that ran from 2¼ over. If you had all your tomatoes between 2 and 2¼ inches (these are actual figures in the factory) it would require 14 hours, one girl, to peel that ton of tomatoes against one girl peeling 2¼ and larger tomatoes in 9 hours and 33 minutes. If all your tomatoes were running under 2¼ inches, to put through a hundred tons of tomatoes a day it would take 140 girls. You could put through the same quantity (100 tons) with 100 girls if they ran 2¼ inches or larger. Not only that, but the small tomatoes packed 21.23 cases per ton 2½'s whereas the larger ones ran 27.6 cases. So, at the end of the day you would not only have to have forty more girls, but you would have over 600 cases less packed from the same quantity of raw stuff.

From that angle it looks as though for peelers they will have to have a minimum size in tomatoes of 2¼ inches or you are going to have to buy them very cheap in order to handle them and compete against the large tomatoes.

The quality of your finished product is not good, because in peeling the smaller ones you break a lot more seed cells; and in processing they go to pieces a lot more than do the larger tomatoes.

To summarize what I have said here, I think that we have to pay a whole lot of attention to the tolerance that we should allow in No. 2's. As I said before, the difference in price should be governed by the quality of product that you desire to pack. Do not make the tolerance on culls too low or you are going to get into trouble.

One more thing that I would like to add to what Mr. Gaylord said regarding quality is that we have found in a number of soil tests that we have made this year that where the farmers had good soil they got a high percentage of No. 1's. I think that there will have to be a whole lot of work done with farmers and with canners in their knowing best where to grow the tomatoes. If they have a lot of poor land, you had better not contract with them. I thank you. (Applause.)

CHAIRMAN KEMP: Are there any questions that you gentlemen would like to ask either Mr. Gaylord or Mr. Radebaugh?

Dr. Brown, of Ohio University, has some very interesting statistics here on the grading of tomatoes; and he has asked for about five minutes.

DR. BROWN (Ohio University): The title of this talk or summary that I am going to present is "Yields and Returns to Ohio Canners from Graded Tomatoes." I am going to take time to read only four or five of the conclusions. After I finish you may get the abstract of a bulletin which will later be published by the Ohio Agricultural Experiment Station.

The first of the summary that I am going to read is: "Tomatoes inspected in 1930 graded 54.3 per cent U. S. No. 1, 38.9 per cent U. S. No. 2, and 6.8 per cent culls. In 1931 the inspected tomatoes graded 51.7 per cent U. S. No. 1, 35.6 per cent U. S. No. 2, and 12.7 per cent culls. Growing conditions were less favorable in 1931 than in 1930.

"Selling on grade has resulted in larger returns to growers. In 1930 growers received $1.38 more per ton than if the usual flat rate had prevailed. Canners paid 31 cents per ton for inspection.

"Graded tomatoes in five factories in 1930 yielded 34.8 per cent canned tomatoes, 18.4 per cent other products, and 46.8 per cent waste. This represented an improvement over the average for the five years, 1925 to 1929 inclusive, in these same factories when the yield was 28 per cent canned tomatoes, 19.7 per cent other products, and 52.3 per cent waste.

"The pack in five factories using grades in 1930 was higher in quality than the average of 1925 to 1929 inclusive in these same factories. Fancy and extra standard canned tomatoes increased from 48.2 per cent of the total pack to 58.1 per cent, while standard tomatoes declined from 10.4 per cent to 7.4 per cent, and other products from 41.4 per cent to 34.5 per cent.

"Gross sales value of the tomato products manufactured in five Ohio canneries in 1930, when raw stock was purchased on the grade, was $7.86 more per ton of raw stock than the average of the five years, 1925 to 1929 inclusive, when tomatoes were bought on the flat basis.

"In these five factories the following costs were higher in 1930 on the graded basis than the 1925-to-1929 average on the flat rate basis:

"Raw stock $1.38 per ton more.
Inspection 31 cents more.
Cans $2.34 per ton more.
Labor costs 28 cents per ton less.
Net costs were thus $3.75 more per ton than when these canners were buying on a flat rate.

"Deducting this increase of costs from the gross increase in sales value of $7.86 per ton resulted in a net gain of $4.11 per ton to the canner on the graded basis.

"Experimental work in 1931 indicated that the pack from one ton of U. S. No. 1 tomatoes was worth about $5 more than a pack from a count of U. S. No. 2 tomatoes." That was the most striking thing in this research to me. I have often maintained that the spread should be quite great in No. 1's and No. 2's. However, this figure does not seem to bear that out.

"The amount of waste in the processing of tomatoes is large and in the experiments described herein amounted to almost one-half of the weight of the raw stock purchased by the canner. Much of this waste was unavoidable. Even in U. S. No. 1 tomatoes more than one-third of the weight was lost in processing.

"Delays in handling were costly. Tomatoes held for a day and a half after delivery to the factory shrunk 5.5 per cent in weight and declined in grade so seriously as to be almost wholly unfit for use." I think that that is quite important.

"Purchase on grade may result in deliveries of high quality raw stock to the factory and increased returns to growers; but unless accompanied by prompt processing, this method of buying cannot assure quality in the finished product nor profit to the canner."

CHAIRMAN KEMP: We thought that today we would have a representative of the government here to help in the discussion of the McNary-Mapes amendment; but, unfortunately, due to the President's economy program I guess we are unable to have anyone here.

If any of you gentlemen would like to discuss informally the McNary-Mapes Standards at this time we are open to discussion.

McNary-Mapes Discussion

MR. SHOOK (Tri-State Packers Association): Our observation in the Tri-states has been that the enforcement of the standards under the McNary-Mapes amendment of canned tomatoes has resulted in the seizure of a lot of perfectly good, acceptable standard tomatoes. There is no doubt about that in our minds. I speak particularly of the tolerance allowed for skin in canned tomatoes, which is one-fifth of the tolerance allowed for skins in canned peaches—bear that in mind—which is one-fifth of the tolerance allowed for skins in canned pears, both products that are sold at higher prices, both products in which the pieces are

handled individually as they go into the can, as they come out of the can. Your half peach is a unit; it remains intact during the whole process. It comes out in the dish on your table an individual unit that can be observed, that can be inspected, at any time during the operation of the canning.

Further, the skin is removed by a lye process that takes off the skin. There is no chance for the mistake of an inefficient peeler. It is done mechanically. It is true that the pear is peeled by hand as is the tomato, but there again you have a product that remains intact. It goes into the can an individual half pear. It remains in that condition until it reaches your table. Yet that half pear can have 5 per cent of the original amount of skin left on it without condemnation in the sight of the Federal Government, and that half of that fancy cling peach can have 5 per cent of the skin that was originally on that peach remain on it and not be condemned; and then we go into this softer product of canned tomatoes that is made for universal consumption, a cheap mass food, in which the requirement is 1 per cent—not stated in the law, but figure it out, if you will.

If the standards on tomatoes were the same as they are on peaches and pears, you could leave in that can 5 per cent of 172, which would be over 8 square inches of skin in that can on those tomatoes, a product that loses its identity so far as individuality is concerned after it is processed and in the can. I am not talking about whole fancy tomatoes.

It was never the intent of the McNary-Mapes amendment that the packer of standard tomatoes would be forced to exercise that class of supervision of the work that is going to be necessary in order to eliminate all the tomato skin from a can except 1 per cent of the original amount that was on the tomato before it was peeled. It can be done.

As I told Mr. Campbell at the hearings when some of you tomato canners were foolish enough to get up and say that there was no need of any tolerance in skin, you were trying to brag about your state, you were talking hot air that was not based on judgement at all, but that was just snap judgment.

After the canners had been warned that there should be practically no skin in every can, you have put forth every effort to pack those as best you knew how. You put an additional man on the inspecting belt to inspect them before they went to the peeler. You put an additional inspector on your peeling table; and those canners who heretofore did not have inspection tables have all now built inspection tables. You pour your pail of peeled tomatoes and you have one, two, three, four, or five women inspecting those tomatoes to remove any pieces of skin that they can find.

We have had drawn, without the knowledge of the canners, samples of their packs of tomatoes from all over the country; and we find among very good packs instances in which not 1 per cent but running up as high as eight cans out of twenty have excess peeling in them, and four cans out of eight having excess peeling.

I am talking about other sections of the country besides the Tri-states. We have had seizures in the Tri-states, and we have thrown our Association itself into one seizure, knowing that it was a perfectly good car of standard tomatoes, and knowing that it was packed by a canner who has always packed under the Federal Pure Food Law and has never had a moment's trouble in his life. That chap's tomatoes were seized—one car. He is liable for excess peeling in the can.

Strasburger & Siegel have been drawn in as food chemists to grade one case drawn officially from that car of tomatoes after they were seized. They graded twenty cans and they found two running over 1½ square inches per can. Then we had another case drawn officially. Roscoe Wheatland and myself, both Federal licensed graders, graded twenty cans of those and we found two cans out of the twenty that ran over 1¼ square inches. It is a car of splendid magnificent standard tomatoes, with good color, good drain, the drained weight averaging 60 per cent. The canner, instead of giving 19 ounces of tomato meat that is required in that can, is giving them 20 and a fraction ounces of tomatoes in that can. For every can that the consumer gets of those tomatoes he is just that much better off than he is paying for—over an ounce more of contents in the can and 15 per cent more solids in the can than the law requires. But here is a piece of red skin in that can of tomatoes. If you eat down in this hotel today you would pay 45 cents for the privilege of eating some sliced tomatoes with skin on them, and if you were to go down there this evening there would be put in a side dish a baked tomato with the skin on and you would eat it and pay 40 cents for it; but if by chance in the packing of tomatoes, in which to pack a case of tomatoes you have to remove 4,000 square inches of skin, you leave in one can—I am not talking about twenty-four cans, I am talking about one can—1.76 of skin out of the 4,000 to remove to pack the case, your goods are subject to seizure by the government.

Now, all you fellows who say that you remove all the skin, just get up and speak and I will tell you how many square inches of skin we found in your cans. If any man from Coast to Coast can get up here and say that we do not need a tolerance for skin I will tell him from the records how much skin we found in the tomatoes in his state; and if you want to know just say, "We have no skin in our canned tomatoes in our state," and I will tell you what you have.

I want to just leave with you the present stand that Mr. Campbell is taking, that he will not establish a tolerance, that he will not tell you how many cans can run over. What are you going to do about it? The only thing that you can ship in interstate commerce with safety is a perfect car of tomatoes. Now, if you want to slip something through as you get your bootleg liquor, maybe you will not get caught; I do not know; but I tell you that if you are caught you are helpless, because nobody can take a case into court and claim before any court in the world that that car of tomatoes is perfect in its preparation and that there is not some skin in a can occasionally.

After Dr. White told me that our method of grading under the McNary-Mapes Amendment was not acceptable to him because we did not state the amount of skin in every can—even though it went below 1½ square inches per pound—we measured the skin—and I want to say that *we measured* skin on these twenty cans. The first two cans had not a trace of skin. The next can had one-twentieth of a square inch of skin in it. That is not very close measuring. The next can was a little more difficult to measure, but it was measured accurately, and I am going to take this into court in Philadelphia; it measured 96/165 of a square inch in that can. If that is not fine enough to suit Dr. White I will do it still better than that. The next had 48/81 of a square inch. Now, isn't that ridiculous?

Can you imagine that the people who fostered the McNary-Mapes Amendment and introduced the bill even thought that it would reach this absurdity in canning tomatoes, a product canned for mass consumption by ordinary people? Imagine the feeling of the hod-carrier's wife—and bless her, she is just as good as anybody else's wife—when she opened the can of tomatoes and measured the skin and found that there was 96/165 of a square inch of skin in that can of tomatoes for which she paid 8⅓ cents!

The foolish thing that they wrote me on this, gentlemen, was this: "We are not going to establish a tolerance under the McNary-Mapes Amendment, but we are going to let every block of goods stand on its own bottom." That means what? That means that if they got up this morning with a headache they are going to be pretty critical of any car of tomatoes examined that day; but if they had a birthday before and received a nice new necktie, they will let one car go through that has five cans out of twenty that run over in skin. We cannot operate in that way. You have either done the thing wrong or you have done it right; and you ought to know when the thing is shipped in interstate commerce whether it is right or whether it is wrong.

These cans, as I said a while ago, average 11.46 ounces of drained weight to a can. You need only to put 19 ounces in a can and 45 per cent of that has to be drained weight—I think that is about 9 and some fraction of an ounce. So this chap gave the consumer two ounces of solid tomatoes in every can more than he would have to give under law. He is not a slick individual. He put on additional men in handling these tomatoes, he put on additional women to inspect the tomatoes before they went into the can; he did the best that he could do, and the government says that the best you can do is not good enough, so I am going to seize this car of tomatoes because in the examination of a sample of twenty cans we do find two that ran over in skin.

What are you fellows ready to do about it? Are you ready to entertain a motion here? Are you ready to take any action as the Tomato Section of the National Canners Association, suffering under a foolish standard that was adopted with the idea that it was going to protect the housewife in the selection of a can of tomatoes so that she would not be imposed upon, so that when she buys a can of standard tomatoes she will not get a can of sub-standard tomatoes?

Now, men, we have gotten entirely away from the idea that was embodied in the McNary-Mapes Amendment. We have gotten off into a foolish, hypothetical idea of what a standard tomato is. Of the forty cans that we examined (this gentleman examined twenty of them in my presence, and I examined twenty when he was absent), there were no blemishes on those tomatoes that you could measure.

Here is a can that had a blemish—boy, I have a blemish myself—that measured 1/10 of a square inch. There are a whole lot of "nones" here. Here is one that was 1/21 of an inch square.

They are making calibrators out of tomato canners. If I had known this sooner I would have had one of my five sons study surveying or something by which he could have made fine measurements; and I am going to recommend to my grandsons who are coming along now that they pay particular attention to the study of higher mathematics in school, because if they are going to can tomatoes they have to be able to measure this stuff, do they not?

Here is one with 2/41 of a square inch, and so on.

Well, now, have we not drifted away from the idea of the McNary-Mapes standard? What were we after? We were not after ourselves. We were after the other fellow. Here I am; I pack a can of tomatoes and have some skin in it and the noose is pulling around my neck. I was not after the skin. I was after the unprincipled canner who was putting up a very sloppy pack in terribly unsanitary conditions and he was underselling. There was no possibility of any good, honest, well-intentioned canner ever getting his market away from him, and you were meeting a price of so-called standard tomatoes daily that were, in fact, sub-standard.

CHAIRMAN KEMP: Is there any further discussion on this subject?

MR. H. L. HERRINGTON (Utah Canning Company): This looks a little like a skin game. After listening to Frank Shook it seems to me that the canner has no more chance than a woodpecker in a petrified forest with a rubber bill. (Laughter.)

I would like to ask Mr. Shook why he did not finish the job and prepare a resolution.

MR. SHOOK: For this reason, Herb: I am not a member of the National Canners Association.

MR. HERRINGTON: Let's make him a member.

MR. SHOOK: We want an established tolerance. Are they going to allow any can in samples to run over? We have a tolerance in everything else. You have a tolerance statement of weight on everything else. Every can in the case has to come up to 19 ounces. Does it, as a matter of fact? You can have some low, but then you must have a lot above.

MR. HERRINGTON: It seems to me that we are going home from here for a whole year, and I do not want to spend the biggest part of that year down at Leavenworth. You have me rather scared, and I would like to know what kind of resolution you have in mind. If you have some idea we can figure it out, it seems.

MR. SHOOK: You could address a resolution to the Secretary of Agriculture protesting because the Department has not seen fit to give any tolerance of the standards under the McNary-Mapes Amendment and ask for a tolerance; or perhaps you think that the amount of skin in the can ought to be increased. If you do, ask for that. Ask for what you want. I do not know what you want. I am just telling you what you need.

MR. H. L. HERRINGTON: We will get Charlie Woodbury to get up a skinless tomato.

MR. SHOOK: We have that going. We are working now at the University of Maryland. We have two or three fellows working on a tomato, and we expect to be out with a skinless tomato in a couple of years; we are going to cross it with the skinless frankfurter on the market. (Laughter.)

CHAIRMAN KEMP: The time is rolling along. We have two or three other things to take up. If you want to pass a resolution I will entertain it.

MR. SHOOK: Mr. Chairman, allow me to suggest that you appoint a committee to prepare a resolution on this matter. They can write a resolution and consider it while you are considering something else.

MR. H. L. HERRINGTON: I second that motion.

The motion to appoint a committee was put to a vote and carried.

CHAIRMAN KEMP: Just before appointing that committee I will start Dr. Sampson on his talk, and then I will select the committee and they can report after he talks. The subject brought up to us recently, and I think that all you tomato canners are vitally interested, was the subject of bacterial canker. I think that it is a disease that is slipping up on us and one with which quite a few of us are not familiar—in fact, I was not familiar with it until this year. Dr. Sampson has a few words to speak on that this morning.

DR. SAMPSON (Purdue University): What I have to say is based on about three years' observations of the disease in Indiana. Just as an indication of how serious it can be, I might say that the first time it was called to our attention was in 1929, in a shipment of Southern-grown plants; fully three-fourths of those plants died by the first of July. That was after they had been put out to the growers and set out in the field.

This last summer we noticed the disease occurring to a very considerable extent down around Indianapolis. The first time this last summer that it was called to my attention was when I happened to stop in a farmer's place to look at his tomato field and the farmer said that his patch just did not look right. I went out and looked at it, and it did not look right; but to an ordinary person it is hard to say what is wrong. As a matter of fact, 30 per cent of those plants were infected with bacterial canker; and from the best estimate I could make, the production would probably be cut by the end of the season on that field by at least 25 per cent.

Those are two things that I might point out: The first is that it can occur in given lots of plants to a serious extent; and the second point is that the disease explains a lot of complaints on the part of growers in regard to the field not looking just right.

The third point that I might make there, using more or less concrete examples, is observations made around Indianapolis this summer. There were two different lots of plants and different lots of seeds supplied by the same individual. In one lot of Marglobe plants the infection ran all the way from 10 to 30 per cent in different fields—really a rather serious loss—and in another field of Baltimores, right alongside, a different lot of seed, they could not find a trace of it. That is just one of the bits of evidence that we have pointing toward the seed as one of the major sources of infection.

The matter of control, it seems to me, is quite largely a matter of the production of disease-free seed. I have indicated the one method that we think is pretty good—that process by which the individual desirable plants are selected under careful conditions, disease-free plants; and that seed propagated under close observation, I think, is one very important and really usable way of getting around the disease.

Just a few words about seed treatment. Dr. Fenner, at Columbus, reports that in infected tomato fruits from infected vines and fruits that carry the infection within them, about 2 per cent of those seeds may have the infection within those seeds. Naturally, no seed treatment that we have at present that is practical will reach the bacteria inside those seeds; but, on the other hand, in the process of extracting the seed from those diseased fruits, naturally the bacteria are smeared over the other seeds, so that seed treatment has an important part there in surface disinfection of the seed, and therefore is one practice of shipping quality.

In Indiana we recommend 1,000 to 3,000 mercuro-chlorite treatment. Some of the newer organic mercurials are usable. The best treatment is treating the seed immediately after extraction by the cycle method—and I do not mean there, seed separated by fermentation process; that process is not to be used—preferably with mercuro-chlorite, for the best results.

I have with me some photographs of this disease, and I will be glad to talk with any of you about it. I have gone over this rather hurriedly because you have been here for quite some time, and if there are any questions that you want to bring up now I will be glad to answer them.

I have just pointed out some points regarding the disease. It is a serious disease, and I think that it is going to be serious in Indiana if steps are not taken against it. I do not know whether or not it has been increasing. It may be that we have just been paying attention to it. I do know that the disease has been in the state for at least ten years. We have some preserved specimens and we have photographs taken ten years ago showing typical disease lesions on plants and fruits. (Applause.)

CHAIRMAN KEMP: Dr. Sampson, in killing the bacteria inside the seed, what temperature is required to do that if it is done in that way?

DR. SAMPSON: As I recall, 54 degrees Centigrade or 129 degrees Fahrenheit for forty minutes will destroy the bacteria inside the seed; if you raise that another 2 degrees Fahrenheit you get considerable seed injury. That method, it seems to me (I am basing my remarks on the findings of Miss Bryan in Washington), can only be used in cases where we have a small lot of very valuable seed stock that we want to clean up. I doubt whether that would be practical as a treatment for large lots of seeds.

CHAIRMAN KEMP: On the matter of statistics, along the line of the talk by Mr. Cannon this morning, there is one very important question. I would like to have Mr. Tom Dye talk to you a few minutes. The Corn Canners seem to be very enthusiastic about the Institute, and there has been some

talk that this be extended to the Tomato Canners and the Pea Canners. I feel that it is rather important at this time that this thing be brought up.

There is no question but that lack of statistics, so far as the canners are concerned, is one of the reasons that the industry is in the condition that it is today. The most vital thing in this industry, and the thing that the people seem to be afraid of mostly in this industry, is giving statistics. Dr. Hollingshead said yesterday that in asking for statistics for total pack they received 90 per cent returns, and when they sent out the quarterly statistics asking for those returns they received about a 30 or 40 per cent return. Gentlemen, if you are not going to give them it does not do any good. There is only one reason that we cannot get full statistics of all commodities packed inside a tin can and that is because the members of the industry will not give them. Mr. Dye.

MR. T. E. DYE: We have been operating a service now for the past five years for the corn canners. We attempted one thing that we admit now is impossible, and that is to regulate, through information and persuasion, the production. However, our membership is unanimous on our statistical work, covering a period of five years, in which we have gradually developed it—that is, starting, for instance, now in your planting season, getting the intent of the canner as to what he is going to put out for 1932, and getting that information from the entire industry.

With tomatoes, gentlemen, I realize that that information is scattered all over the United States and that there are a wonderfully lot of small units; but 80 per cent of the tomato canning industry is controlled by a comparatively small number of men. These men, if they saw fit to cooperate, would be able to develop a statistical service in the tomato canning industry comparable to that which we have in the corn canning industry. We trace that back and we show the canner what it means. He has it before him. He can study what his production is likely to be if he goes on that basis.

At a very recent meeting of the trustees of our Corn Canners' Institute, they voted unanimously to go on with our statistical service, to abandon any thought that we can control production through any persuasion or educational scheme, that production must be controlled in a more positive manner in which each and every canner will have confidence that each and every canner is taking a similar punishment comparable to the equity in the case; but they did urge that this service be extended to the four major commodities—corn, peas, tomatoes, and string beans.

The services of the Corn Institute for 1932 will cost our members 1 mill per case. If we could spread this over the entire industry—that is, these major industries—we could get that cost down to ¼ mill, somewhere from ¼ to ½ mill per case, because it takes but one office and you increase only your force, your mailing expense, your telegraph, telephone and printing expense. If we could get this statistical service for these four major industries, we would be glad to take in anything else, so that the canners would know what their distribution was.

We have had 97 per cent of the canners cooperating in the furnishing of those statistics which go out every month, so that the canner can study them and tell the movements from Ohio, Indiana, or Maryland. We do not want to supplant any state work. We do not want to interfere in any manner with any Federal movement. So far as we are concerned, we are willing to cooperate with any state organization, work through them, work with them; but, gentlemen, if you would try the statistical service in the tomato canning industry (and you would have to help by giving it moral support yourselves) I am satisfied that after you had that service your expression would be similar to one of the large canners in our meeting when it was suggested by me when I gave them the budget of their costs for the next year, "If you do not want to go on, all well and good, do not consider me in the picture at all; but if you want to go on, here is what this service can be operated for in 1932." One of the big canners said, "Well, my God, fellows, where would the corn canning industry be without the service that we have developed here in the last five years? We would be absolutely lost."

There is not a question but that it has rendered a wonderful service; and while we have not accomplished in the acreage production what we would like to do, yet we have accomplished a lot in that. This particular canner said, "You just cannot place a value on it. I do know this: I am watching every single month for these statistics."

We keep them posted all the time as to what the stocks are in the canners' warehouses and what the distribution is. I thank you, Mr. Chairman. (Applause.)

CHAIRMAN KEMP: Seriously, I do not know how you people feel about statistics, but if I knew today how many tomatoes there were in the hands of the canners I would give a considerable sum of money, and it would be more than 1 mill per case.

There is another subject to come up and that is whether or not you wish the statistics taken by the Department of Commerce on tomato juice. That was suggested by this meeting and was done last year. Mr. Hollingshead, of this Department, would like to know whether the canners desire these statistics gathered, and if they do he will attempt to gather them. All right, if you are not interested we will just pass it up. I can see no reason why you do not want statistics. I guess we all feel that we pack as much as we can and hope that we can sell it.

The "skinless" committee has not come in yet. While they are out, is the Nominating Committee ready to report on the officers for next year?

FRANK M. SHOOK
Secretary
Tri-State Packers

MR. A. L. SHARP: Your Committee on Nominations begs to report and nominate:

Mr. P. J. Donk, of Rochester, New York, as Chairman; and

Mr. J. F. Barker, of Ogden, Uath, as Secretary.

Mr. Chairman, I move the adoption of the report.

The motion was duly seconded, put to a vote, and carried.

CHAIRMAN KEMP: All right, Mr. Herrington.

MR. H. L. HERRINGTON: The Tomato Section of the National Canners Association, in convention assembled, in Chicago, January 25-29, protests against the standards promulgated by the Secretary of Agriculture with respect to the amount of skin permitted in canned tomatoes—namely, 1.5 square inches per pound of net contents, which, in fact, is 1 per cent of the total amount of skin if unpeeled, in comparison with other canned food products—namely, canned peaches and canned pears—wherein 5 per cent of skin is permitted.

"Whereas, at the present time there is no tolerance set up for canned tomatoes, the industry is therefore helpless in determining whether any block of tomatoes can be shipped in interstate commerce unless every can meets the requirement as set forth above; therefore, be it

"RESOLVED, That the National Canners Association, through its respective officers, request the Secretary of Agriculture to grant the same tolerance in canned tomatoes as is permitted in canned peaches and canned pears—namely, 5 per cent—and that a definite ruling be made setting forth the number of cans in any lot that could exceed the tolerance without making same subject to libel."

I move the adoption.

CHAIRMAN KEMP: You have heard the resolution. Are there any questions or discussion on this matter?

MR. H. R. SMITH: Is it not agreed by all those who have consulted with the authorities that the last particular thing is absolutely out of the question? I understood from the remarks made that it was definitely decided that the government will not establish a tolerance for a number of units. I dislike to see anything in here which is absolutely impossible.

MR. SHOOK: I said that so far the government had not seen fit to do so. To our request for a tolerance they have said that they hesitated to establish a tolerance, because too often a tolerance becomes a license for doing something. Of course, they will not establish a tolerance unless we urge pretty strongly that they do so. My point is that until they do establish a tolerance nothing but a perfect car of canned tomatoes could be shipped in interstate commerce with any assurance that it would not be seized and then you would have to brand the car "sub-standard."

CHAIRMAN KEMP: Do you not think that we are going pretty far in asking for five inches there?

MR. SHOOK: We are going pretty far in asking for 5 per cent; but, Ralph, my idea about that is that they have gone pretty far in establishing 5 per cent on peaches and pears.

CHAIRMAN KEMP: I do not think that that is comparable with tomatoes.

MR. SHOOK: Nobody is going to put 5 per cent of skin in his can.

MR. H. L. HERRINGTON: Our thought was that we ought to ask for more for the reason that the tomato is harder to peel, and therefore there is more likely to be peeling in there than in a can of peaches or of pears, as they are separate units, as Mr. Shook stated before. It is easier to get all the skin off a half peach or a half pear. With the tomato, because of the large proportion being water and the small proportion being solid, it is more likely for skin to remain on it. Instead of asking for a greater tolerance we ask for the same tolerance as given for peaches and pears.

CHAIRMAN KEMP: I do not think that in asking for this it is comparable with peaches or pears.

MR. HERRINGTON: It is not; it should be greater.

CHAIRMAN KEMP: I do not know whether Frank has run into the skin proposition, but I, frankly, have run into that with a lot of critical buyers in the last few years, more so than ever before. While there may be an occasion here and there when a car will be seized, I think that if we attempt to lower these standards we are going to do the industry a great injury.

MR. SHOOK: I will tell you our situation. We are confronted every once in a while with the necessity of storing canned foods in warehouses. You had a gentleman on the program this morning who talked to you about field warehousing. Does he grade those goods?

CHAIRMAN KEMP: Yes, they grade them.

MR. SHOOK: Under what method are they graded? Is any attention paid to the McNary-Mapes Amendment when you grade goods at a warehouse? If not, your bankers are embracing the opportunity of getting up against a beautiful loss on some tomatoes that are going to be automatically thrown out as sub-standard.

As a matter of history, we had thirty-five carloads of tomatoes at one time tied up in Philadelphia, shipped from all sections of the country there, but stored in the warehouse. After they were there the owners of the goods wanted to borrow money on them. Before the banks would loan money they said, "Give us a warehouse grade on these cars," and they could not get it. No bank down there would loan money on a sub-standard article on account of the skin.

Until you do get them on record they are going to hold us down to 1½ square inches of skin. Then we have to have quite a liberal tolerance of cans in the car to run beyond that. If they let us have 5 per cent they will not have to have such a liberal tolerance for the number of cans.

CHAIRMAN KEMP: Why not make the resolution asking for a tolerance rather than a certain percentage? I think that you would get farther with it, Frank.

MR. SHOOK: My point is that this is going before the National Canners Association Friday morning. Who is going to discuss it? Your officers. They are going down to Washington and say, "By Jove, the tomato canners want a tolerance. What do they want? We do not know. They have not said." Go on record here and put a tolerance in. If it sounds too high to the National Canners Association sitting on this Friday they will doctor it for you.

Were we not up against the same thing, just to repeat a little history, when we went to Washington to try to get a tariff on tomatoes? We came out here and fought and fought to get the canners of the country ready to ask for a 60 per cent tariff on canned tomatoes, and there is not a canner in the United States now but who wishes it were 60 per cent. They wanted it 35, they wanted it 40, they wanted it 45. Did not the fellow who advocated the 60 per cent have to come out here a week ahead of that convention and fight with the representatives of the tomato canners from all sections of the United States and virtually whip them into line by bullheaded contrariness before we got them up to ask for 60? We did not expect to get 60. We got 50. Events show now that we did not get enough. Are you going to repeat the same thing? Are you going to say to the government, "Our ideals are very high on canned tomatoes." If you do, you will have the same thing. If this were not penalizing perfectly good standard tomatoes I would be the last man in the United States to raise a voice against it.

MR. H. L. HERRINGTON: Lots of times perhaps we do things on the spur of the moment and after a second thought reconsider them. Possibly this committee might confer with Mr. Gorrell and get his slant on the situation as to just how to approach this. We might approach it from a different angle which might not antagonize the Department to which we are making the request. Mr. Gorrell, being so close to Washington, might have another suggestion.

CHAIRMAN KEMP: That is true. I do not know whether this is the proper place to bring up that sort of definite resolution, without a more representative crowd of canners from various sections of the country.

MR. HERRINGTON: What we are trying to do here, as Mr. Shook says, is to get the Department to come out and make a ruling as to what the tolerance on a particular lot would be, whether they would make a seizure on one can, or whether the tolerance would be a certain per cent of a case or a certain number of cases. Possibly it might be well to confer with Mr. Gorrell before the resolution is passed.

CHAIRMAN KEMP: We have not time to do that this morning.

MR. HERRINGTON: It could be done in the Directors' meeting or some other meeting. I will withdraw my motion on the resolution and move that the committee confer with Mr. Gorrell further.

CHAIRMAN KEMP: What do you think about that, Frank?

MR. SHOOK: You do not have to do anything to please me. I am not even a member of the Association. I may be a little radical. I am not asking for 5 per cent, Ralph. My own personal judgment is that a carload of tomatoes in which the cans ran 5 per cent would be an unsightly car of tomatoes and you would not want them. If I were talking about twenty-four cans in a case in a car I would say that 5 per cent was too much; but I am talking about one can. If you have one in a case now, so far as I know they are condemned. I could not say truthfully whether any canner in the Tri-States who grades samples of one can in a case would run 5 per cent, even if they establish 5 per cent.

If you want to talk about an odd can let us talk 5 per cent. If you want to talk about a definite number of cans in a case that will run that high and not be condemned let us talk about that.

The standard on canned peaches reads this way: "Peel," and then where they define peel they say, "The halves will be considered peeled if at least 80 per cent have no skin left on them"—80 per cent of the halves in the can. Now, then, they define the other 20 per cent and say that none of the other 20 per cent can have more than 25 per cent of its surface covered with skin. They say in reverse ratio that at least 75 per cent of those other 20 per cent must be peeled. That leaves 25 per cent of 20 per cent of the surface of pears or peaches covered with skin, which is 5 per cent.

A lot of us spoiled this thing a year ago by going down to Washington with a wonderfully lot of high ideals as to how nice we could pack tomatoes.

I submit to you that a car with 24,000 cans of good tomatoes in them might have a few cans with a little skin in them without being any detriment to the tomatoes in any respect whatever. That does not hurt the food values, that does not hurt the appearance, that does not do anything.

MR. MOORE: Confession is good for the soul. New York State, prior to the hearing on standards of tomatoes, had a little review over at the Hotel Seneca. I was present in the

review. The tomato canners of that state, who have always supported good quality, and I think that I can honestly say they tried to put over good quality, were unanimously of the opinion that that skin percentage had to be between 3 and 5 inches. A great many of the canners had gone through their own packs and were prepared to say that they had not been packing with less than 3 and that some little tolerance ought to be accorded above that figure. Consequently, we sent our Secretary, Mr. John Street, down to Washington. He, not consulting the other groups, was called upon and he set what was then regarded as an extremely low standard; and I think that he got the raspberry good and hard. John from that fact was disinclined to go down to Washington again because he thought that he was in the wrong and that the New York State canners were in the wrong on that subject and were probably putting themselves in the position of being open to criticism.

I merely suggest that as having a possible bearing upon the standards set being too high altogether. It does not prove it at all; but it was the original uninfluenced view of the quality tomato canners of New York State that the inches of skin—I think that that is the subject you are discussing—should be somewhere between 3 and 5 inches.

Now, Mr. Chairman, that does not mean that I feel that in working it out with the Department it is necessarily wiser for us to set a standard and go to the Department with a standard. I am not sure about that. I have not contacted Mr. Campbell or any of the government officials on this subject. In general, I have been advised that they are most willing to work with the industry in harmonizing the standards with the practical needs of the industry, consistent with full protection to the consumer; but I do feel that there must be justice in what Mr. Shook says, and I am influenced in feeling that by the background that I had prior to the standards being adopted. Consequently I think that I can speak for the state; I can certainly speak for my own company and myself in feeling that the tomato canners should forcefully and fully present their position, supporting it with careful analysis of packs, and so on, and endeavor to obtain, if needed, a modification of the standard that will be consistent with the actual conditions.

Now, the method, I am unfortunately unable to suggest or to take any position as to whether the best way of handling that is to recommend a definite standard of tolerance or whether the best method is to assemble your packs, put your best men on the job because it is a subject of real importance, and ask for a tolerance to be established that is fair, that will protect the consumer 100 per cent on anything that is commercially packed.

CHAIRMAN KEMP: You have two propositions in that resolution. You ask for a tolerance and you also ask for 5 per cent. Do you want a tolerance on the 5 per cent or a tolerance on the 1½ per cent?

MR. HERRINGTON: We want to know whether one can will condemn the whole car.

CHAIRMAN KEMP: Gentlemen, I feel that passing a resolution here at this time is the wrong way to go about getting results, because it may, somewhat, put the National Canners Association's executives in an embarrassing position, and it also may antagonize the Department to the extent that we will not get anything done about it.

MR. MOORE: After all, the Department is laboring under handicaps in enforcing a criminal statute, and we have to work with them as far as possible to enable them to establish standards that they can enforce in a court of law. I am not clear on this. Much as I feel that it is fair to have a tolerance of a certain package out of a certain much larger volume that might fall a certain amount below, if the average were right the product would be sound; but it may not be possible, in the judgment of the solicitor for the Department, to work out all those things and still have an enforceable statute from a criminal viewpoint. I am not saying that it would be difficult; but, after all, it is a common problem. The enforcement division, I believe, will work consistently with us in carrying out their duties under statutes; and I feel that more might be accomplished along the lines you have suggested, Mr. Chairman, in presenting your case and fighting on the basis of facts for such tolerances and such modifications of standards as may be found to be consistent with three things: the interests of the public, the commercial welfare of the canners, and the enforcement of the statute. You have to guard all three; and if you fail in any way, or incorporate anything in your resolution that fails in any one of those three protections, you may create antagonism and accomplish little or nothing.

I submit that with a great deal of hesitation, because I know so little about the subject; but it is my feeling, very strongly, that the government wants to work it out right in performing its duties under the statutes and that we cannot always tell from the outside just what the legal requirements are of standards from the standpoint of enforcement.

MR. HERRINGTON: Mr. Moore, could not this resolution be referred to the Directors' meeting to take such action as they deem advisable?

JAMES MOORE
Snider Packing Corp.

MR. MOORE: Would it accomplish the purpose if it were referred with the unanimous approval of the section on the principles involved? In other words, if you wish to endorse the principles involved in the resolution, refer it to the Board of Directors with your approval of the principles involved in this particular resolution and with the request that they take action accordingly in their discretion to obtain the best results possible. That gives them a chance to submit it to the Counsel.

MR. HERRINGTON: I will second that motion.

CHAIRMAN KEMP: I feel that that is perfectly proper and that we are not overstepping our bounds.

MR. MOORE: Bear in mind, Mr. Chairman, that I believe thoroughly that those standards are not commercially practical or not unnecessarily harsh. I do not want to be misunderstood in that effect. If I were on the Board or influential in any way on any proposition I think that I would have to voice exactly those sentiments. I do not differ at all, either, upon the question of a tolerance as far as number of packages is concerned; but there is a sort of lurking fear in my mind that an enforcement officer may have a great deal of trouble if he starts on the theory that one packer may fall below a standard and be cured of falling below that standard by the fact that a number of other packers are up to standard. It may be that you will have to ask a wider latitude in your percentage or your number of inches of skin contents and waive the averages because of legal requirements and not because of canner requirements. We all have to take our chances along those lines.

The motion was put to a vote and carried.

CHAIRMAN KEMP: I guess that there is nothing else to come before the meeting. Thank you all for the late attendance and staying with the job.

The meeting adjourned at one-twenty o'clock.

Pumpkin Section

Tuesday Morning, January 26th, 1932

THE Pumpkin Section meeting, held in conjunction with the Twenty-Fifth Annual Convention of the National Canners Association, January 25-29, 1932, at the Stevens Hotel, Chicago, Illinois, convened at ten-fifteen o'clock, Mr. Robert Mulree, New York, presiding.

CHAIRMAN MULREE: I have been asked to act as the temporary Chairman. Mr. Thorne has been unable to get here, and Mr. Tesch is also unable to be here. We will appoint Mr. Smith temporary Secretary to take Mr. Tesch's place. I will ask him to read Mr. Tesch's report, "Pumpkin Canning in the Northwest."

MR. H. R. SMITH (Research Laboratories, National Canners Association, Washington, D. C.): May I in turn introduce Mr. Mulree, from the Snyder Packing Corporation, of New York, who is acting as temporary Chairman? In this instance we have appointed temporary officers.

Mr. Smith read Mr. Tesch's prepared paper entitled "Pumpkin Canning in the Northwest," showing how they can the Boston Marrow and Golden Delicious strains of Pumpkin on the Coast.

MR. SMITH: There are samples of the product here for your inspection. You can see the difference in the consistency produced by putting into this product—the Boston Marrow (the thin consistency)—the heavy starch content of the Golden Delicious. It makes a much stiffer product and one that is lighter in color. Some housewives prefer the smooth and flowing consistency and others think they are getting a little more for their money if they have a very stiff product which looks as if it were more concentrated. There is a difference in the flavo. of these. Some prefer one, and some the other.

CHAIRMAN MULREE: The next item on the program is an address, "Removing the Consumer Frost From the Pumpkin," by Miss Alice Blinn, of The Delineator. (Applause.)

Miss Blinn read her prepared paper, in which she advised that the Pumpkin ought to be skinned, and stems, seeds, etc., removed before steaming, if the canner expects to get back to the old time flavor. And continuing she said "Put on your cans good recipes for Pumpkin pie, and some of the other dishes. Get them in grocery stores. Tell the grocers that pumpkins can be used the year round and how. I mean—And How!"

MR. SMITH: I saw some pumpkin that had been put through a viscolizer and it tasted just like butter. If you shut your eyes you could not tell the difference between it and butter because the physical sensation was so strong. The other, almost cubes of pumpkin, was the other extreme. Undoubtedly in between, somewhere, was the happy medium.

CHAIRMAN MULREE: The next speaker is Mr. D. M. Doty, Purdue University Experiment Station, Lafayette, Indiana, and his subject is, "Chemical Study of Pumpkin and Squash Varieties."

Mr. Doty read his prepared paper, entitled, "Chemical Study of Pumpkin and Squash Varieties," and which will be published later.

MR. MULREE: The next number on the program is an address, "Recent Research In Pumpkin Canning," by Mr. L. G. Weiner, of the American Can Company.

MR. WEINER: I find myself entirely in agreement with the speakers who have preceded me this morning. The paper I am about to present will give you, I think, a summary of the work of the speakers this morning.

The point I raised with Mr. Doty about the consistency is a step which we, as a laboratory, are trying to find some agreement upon so that it can be used commercially in arriving at the consistency of the canned product so that it might aid the canner in regulating his consistency throughout his factory procedure. I will speak of that later in the paper.

Mr. Weiner read his prepared paper entitled, "Recent Research in Pumpkin Canning," which will be published later.

MR. SMITH: On the program I was put down to lead the discussion on this paper. Mr. Weiner gave a very general talk so I am privileged to go all around the bush, which makes it easy.

I want to say a few things to these canners who are here. We had some samples of pumpkin sent into the laboratory and there was sand in it. At every mouthful you got sand. That is pretty poor workmanship, isn't it? In fact, I do not really see any excuse for it. That is due to just naturally not washing the pumpkin. The pumpkin comes to you absolutely sealed and all you have to do is to wash the sand off the outside. If there is sand around the stem that is hard to get off, you may have to break the stem off.

As a matter of fact, there was a very large government order turned down solely because there was sand in the pumpkin, and that canner certainly did not have a word to say.

Another thing that I wanted to speak about was something that was mentioned this morning—the effect of initial temperature. In canning pumpkin that is one place where you can control initial temperature. You can get that any place you want and you can know that every can is of that temperature. They have these preheaters, and certainly everyone who is going into the canning of pumpkin to any extent at all must have some method for assuring himself of a uniformly high initial temperature.

In the paper prepared by Mr. Tesch which I read this morning he speaks of their method being so continuous and so prompt that the product as it comes from the cyclone into the cans is at a temperature of around 190 degrees. It must be pretty nearly heaven out there when they can be sure that there is no breakdown, that every single can goes right straight through from the breaker to the wilter and cyclone, that none of it sticks in the cyclone box, and that every single unit of that pumpkin is at 190 degrees. That would be dandy, but I don't quite know whether I would be entirely easy in my mind at that.

Other canners avoid any such uncertainty by using a preheater. Regardless of how prompt their procedure is they pump the pumpkin through the preheater. It is made of just one pipe inside of another with stem pressure between the two, the pumpkin being forced through, keeping it shined up nice and bright. If a pump stops for even a second, you have to turn the steam off, or it will scorch.

It is very easy to assure yourself that the pumpkin going into those cans does have a uniformly high initial temperature. Generally speaking, the importance of initial temperature is greatest in those products having a slow heat penetration. For canning peas you do not have to worry about initial temperature very much, but when it comes to pumpkin it is important.

There is another phase of this matter that is overlooked by some of the canners. They think that initial temperature means the temperature at which the top goes on the can. They can sit around the factory for an hour after they get the can closed and it is all right. We had some very serious flat sour spoilage of canned pumpkin and we found that the factory operations had been something like this: There was a rush of pumpkin and their factory methods were ahead of their retorts. They could get the pumpkin into the cans but their retorts couldn't handle the cans. They got it into the cans nice and hot but some of those cans stood around for six hours before they got into the retorts. They were stone cold, yet the man wondered why he had trouble. He was using the National Canners' recommended process and was getting flat sour spoilage.

I was in another factory which emphasized the need for the preheater. They did not have one and they had a rather crude arrangement. They wilted the pumpkin in crates in the retorts, lifted the crates out, and then left them hanging around on rack. They put a hand press on them and squeezed some of the juice out, and when the cyclone got empty they shoveled the pumpkin into the cyclone, after which it went over to the filling machine and finally got over to the cans.

At noon what happened? The whistle blew and everything stopped. There was pumpkin in the filler, pumpkin in the box of the cyclones and pumpkin in the cyclones, while all the crates standing around were filled with pumpkin. At one o'clock they put them right into the cans without any further preheating at all. That pumpkin had been standing around for an hour and was practically stone cold.

That is the kind of thing that is poor factory technic, and I just want to repeat that you must assure yourself that every one of those cans has an actually high initial temperature.

I was in a factory where the temperature of every can was above 205 degrees. That is the literal truth—every can. If there were only a dozen cans in a crate and the line stopped, that crate went right into the retort. They did not wait to fill

the crate. That firm did not have a bit of trouble about pressure cooling No. 3 cans. They just dumped them into the water. Incidentally that packer has a very wonderful reputation for his product.

It is possible to obtain a uniformly high initial temperature, which will simplify your processing troubles and many of the mechanical troubles due to cooling.

There is quite an argument about whether the stems should be removed. If you have to remove the stems to get the sand out, remove the stems; but if you are not troubled with sand, some use a preliminary coarse cyclone without very much pressure on it. They use a preliminary coarse heavy cyclone to take out the seeds and the stems, and it seems to work out pretty well. They have a total of three cyclones in line, the first solely to take out the coarse material. That can be worked one way or another. Many prefer to take the stems off by hand, however.

About this water cook, you would be surprised to know how many people are still using a water cook on pumpkin. In spite of all we can say, in spite of the terrible losses they take, they are still using water cook on pumpkin.

MR. W. DARLING: Boiling water?

MR. SMITH: I was referring to cooking at a temperature of 212 degrees. There are people who are still doing that. In spite of all that we can say and the activities of the government departments and the like, they still continue to use that water bath. It is a distinct detriment to this industry, because some of those cans are going to be bad just as sure as shooting! They seem to accept that as a normal hazard in the canning of pumpkin, and go right on their way. We are after it just as hard as we can to bring them into line. They have to come to the pressure cook, and we are trying to do it by every means we have available.

With regard to this matter of the juice of the pumpkin: You all know that there is one firm that has a reputation for evaporating the entire pumpkin down in the vacuum. They do not squeeze any juice out at all. They have a concentrated pumpkin. They have quite a reputation for the flavor of their pumpkin. Strictly speaking, I guess the government could hold you to it. If they wanted to put the screws right down on you they could say, "You used to concentrate tomatoes by throwing off the juice in the old gravity separator," but they have cut down on that.

They have not said anything, but if I were a forward-looking canner of pumpkin I would have that in mind in making plans for years ahead. I would be looking into that matter.

Other canners take the juice that is squeezed out and concentrate that in pans, and then put it back into the mixture. That gives more flavor but the sugar that is in the soluble portion does make a darker color of the canned product. You can not heat sugar without some darkening, and just how we will arrive at a happy medium I do not know. Those are questions that the canners of pumpkin must have in mind.

Just one other thought—and this is going to be hearsay to some of you people. If a man is making a specialty of canned pumpkin, if that is one of his principal items, then he should have by all means special equipment; but if pumpkin is just one of a large number of items that he is canning, if he is cramped for space in his factory, if he is concerned with overhead and depreciation and factory costs, he may find that he can can a very good grade of pumpkin without a great deal of special equipment. It is fine to have brand-new special equipment, continuous wilters and all that. That is dandy, but they take up an awful lot of space, are terribly expensive to operate, the depreciation on them is something terrible, and some of these other canners can cut their costs just because of the items I have mentioned.

I just want to put out this thought, that it is possible to can a pretty good grade of pumpkin without much special equipment. That is also something to be thinking about in these times, when costs do enter into the consideration.

CHAIRMAN MULREE: Thank you, Mr. Smith.

MR. SMITH: We still have the matter of electing officers for next year.

CHAIRMAN MULREE: With Mr. Thorne and Mr. Tesch absent, do you think it advisable to go ahead?

MR. SMITH: There should be officers elected for the coming year. I think we should, by all means, elect the Chairman and Secretary for the next year.

How shall we go about appointing or electing officers for next year? Shall we appoint a Nominating Committee or shall we have the election and the nominations right here? Mr. Tesch is not here. He expressed an interest in the work and prepared a paper. If he will accept the Chairmanship for next year I think it would be a good thing to have him for our Chairman.

MR. J. O. HOLT: I move that he be elected.

MR. SMITH: I second the motion.

The motion was voted upon and carried.

MR. SMITH: Then we will have to have a Secretary.

MR. HOLT: We should have an Eastern man for Secretary.

MR. SMITH: Why not make Mr. Mulree Secretary for next year?

CHAIRMAN MULREE: I would have to decline. I do not feel that I could give it the time. This thing is all new to me. I feel just a little bit nervous. In fact, this is the first time I ever attempted anything like this. I would very much prefer that you elect somebody else.

MR. SMITH: I think Mr. Holt's point, that it would be well to have a man from the East, is well taken. I nominate Mr. Mulree.

MR. HOLT: I second the nomination.

The motion was voted upon and carried.

The meeting adjourned at eleven-thirty o'clock.

Kraut Section

Tuesday Morning, January 26th, 1932

THE Kraut Section meeting, held in conjunction with the Twenty-fifth Annual Convention of the National Canners Association, January 25-29, 1932, at the Stevens Hotel, Chicago, Illinois, convened at ten-twenty o'clock, Mr. M. E. Hamilton, New London, Wisconsin, presiding.

CHAIRMAN HAMILTON: Gentlemen, in the absence of our regular Chairman, Mr. Huppert, who has been delayed, I will open the Kraut Section meeting this morning. I am sorry that I am unable to give you the Chairman's Report, but that will follow later.

The first order of business is the appointment of the Nominating Committee. I will ask Mr. G. R. Cornell, Mr. F. L. Berg, and Mr. W. W. Wilder to act on that committee.

There has been some change in the program. Mr. S. B. Steele is unable to appear on the program due to some appointments.

Dr. J. C. Walker, of the University of Wisconsin, Madison, Wisconsin, will be the first speaker, and he will talk on the "Present Status of Cabbage Improvement with Regard to Kraut Type and Disease Control."

Dr. J. C. Walker read his prepared paper entitled "Present Status of Cabbage Improvement with Regard to Kraut Type and Disease Control," with slides showing resistant strains so far produced.

CHAIRMAN HAMILTON: The next speaker is Mr A. W. Pomerening, who I am sure has a very interesting talk for us.

Buying Raw Cabbage on U. S. Grades

By A. W. POMERENING
Wisconsin Department of Agriculture and Markets
Madison, Wisconsin

MY talk is going to be more of a discussion than an address, and later on I will pass out a rough draft of the proposed U. S. Grades for kraut cabbage, and also the proposed Wisconsin tentative standards for kraut cabbage, and I will want your criticism on these standards.

The general trend appears to be toward buying all farm products on a graded basis. Wisconsin has graded cabbage, that is for commercial stock, for a number of years, and during the past four years we have done considerable grading at the kraut factories. In fact, one concern has been using our service for that time, and this past season another factory has used the service that we render.

This grading is done by one of our inspectors who is located at the factory, and he, personally, sees every load of cabbage that is brought to the factory, and examines it to see whether or not it meets the requirements as specified in the contract.

When we first started this work four years ago, we asked the Federal Government whether or not they had grades for kraut cabbage, and we also wrote to a number of states to find out whether or not they had grades for it. We could not find any. Therefore, we took the original U. S. Grades for commercial stock and used that as a basis to work from. When we started out on this work the Department of Agriculture and Markets in Madison felt that if it could show a price differential we would be interested in that; I mean that the farmer would be paid for quality stock. The first year that we started it showed a differential of $2 per ton, which meant that the grower received $2 per ton more for his U. S. Grade No. 1 stock than for the general run of stock.

Now, there are a number of reasons why you should buy kraut cabbage on a graded basis, and I am going to give you a few of them. First, the uniformity of cabbage received from the grower; second, cost less to handle; third, less waste—and in that connection I wish to say that we made an examination this year of cabbage of various sized heads. On a one-pound head we found that there was a waste of 33⅓ per cent, and on two-pound heads the waste showed 25 per cent, and on three-pound heads and over the waste showed a range of 12 to 15 per cent. There is one reason why they are asking for a minimum sized head of three pounds for U. S. Grade No. 1, and that is so as to eliminate waste and cost in handling. Fourth, a better grade of kraut—and by that I mean that the larger heads cut longer strands, and as a general thing the color is white. And, fifth, it means more money for the producer if he produces U. S. Grade No. 1 cabbage and delivers it to your factory; it forms a better relationship between the producer and the factory. That was brought out by Dr. Walker a few minutes ago when he told about soft and puffy heads which he said some factory had cut up and put into the vats and it turned pink. A factory should not buy cabbage of that nature, and if they do it should not be cut up and put into the vat, but it should be turned back. That is one of the main reasons why you should buy on a graded basis—to eliminate that class of stock.

Now, we have a number of these grades, and I will pass out these rough drafts to you, and then call your attention to them. As I said before, this is more of a discussion than an address. I saw an article on sauer kraut in a paper that I am going to read to you. "Sauer kraut manufacturers are worried over the shortage of sauer kraut." Tomorrow the National Kraut Packers Association will meet in convention at the Sherman Hotel to discuss reasons for the 140,000,000-pound decline in the amount of kraut packed this year as compared with last year. This year the packers packed only 300,000,000 pounds, and last year 440,000,000 pounds were packed. This was due to the cabbage plants being damaged by drought."

I might say in this connection, that in Wisconsin last year we suffered from drought and the kraut packers could not abide strictly by the regulations which they had drawn up. By that I mean that in their contracts where they specified the stock should be of U. S. Grade No. 1 quality would mean that the minimum sized head could not be less than three pounds, but when we started to grade cabbage at the early part of the season the factory owners got together with the inspectors as well as the growers, and told them that they could take heads which had a minimum weight of two pounds per head, although the defects would have to remain the same.

Now these U. S. Grades that I have at the top of this rough draft are similar to the U. S. grades for commercial cabbage. Inasmuch as defects are concerned, your tolerance will be practically the same as outlined at the bottom of the draft, but the minimum weight shall not be less than three pounds. You will notice that the Federal Government states "unless otherwise specified." You could have it two pounds and larger, but the reason I gave it as it appears in the draft is because there appears to be a tendency toward the three-pound head. And U. S. No. 2 will take in the two-pound head and larger.

At the bottom of this draft we have a tentative standard for Wisconsin, which is almost the same, and the definitions of terms are practically the same. But in addition thereto we have included a tolerance. The reason that this tolerance was added to the standard is to take care of stock that is shipped in car-load lots from one point to another; so if you shipped a car of kraut cabbage from New London, Wisconsin, to Chicago, and wished to have an inspection made, that your inspector would have some basis upon which to work. Now, we do not have that; we have the regular U. S. Grades, which cover your early cabbage shipped to market as well as your commercial stock, the late cabbage.

But we do not have anything to cover kraut. That is one of the reasons I am glad to have the opportunity to bring this matter before you today, so that you can go over these things thoroughly and then see what people in your own states think about them; and I am sure that our friend, Mr. Lewis from Washington, will be glad to go over them with you at any time. We have worked together for several years, and I am in hopes that this year we will get some place; that is, to promulgate a standard which will give us what we need.

In Wisconsin we intend to hold hearings within a short time in Kenosha, Outagamie and possibly some other counties in the northwestern part of the state. The consensus of opinion will be compiled and the grades will be promulgated from the reports taken at the hearing. I am inclined to believe that they will be very close to what we have at the top of this draft.

Are there any questions? If not, then I believe that is all I have to say.

CHAIRMAN HAMILTON: Mr. Lewis, I wonder if you have a few words to say?

MR. E. I. LEWIS (Washington, D. C.): The principal differences in these grades have to do with this question of tolerance. The Federal Department does not believe in having tolerances for grade of cannery crops if it can be avoided. The reason for that is this: In canner contracts, we suppose, for instance, they have a ten per cent tolerance. A canner contract for U. S. No. 1 Grades pays $10 a ton, and for No. 2 he pays $8 a ton. A tolerance of ten per cent means that a grower can deliver 89 or 88 per cent of U. S. No. 2 cabbage and get $8. We figure there is too much of a drop between the No. 1 and No. 2 based on too small a percentage.

You might think from my statement that I am arguing for the grower, but I am not necessarily. We believe that without the tolerance for every little increase in percentage of good stuff the grower will get a little bit more money. In other words, we are gradually educating him to bring in a little bit more. Supposing I am a grower. I figure I can probably bring in 75 per cent No. 1. I figure I am going to get just as much whether I bring in 75 per cent or 85 per cent; so I am going to make no effort to leave out the culls. Now, if I increased my quality to 80 per cent instead of 75 per cent, I get a little more money, and I am inclined to get a little more each time.

Those are my arguments for not having a tolerance. Mr. Pomerening has a very good argument for tolerance on stock shipped to the market, but you do not want to have your wires too long if you want to quote U. S. No. 1. The only solution I see, without a tolerance specified, is that a shipper quote 90 per cent U. S. No. 1. That is not a new idea. California ships thousands of cars of lettuce, quoting the percentages of No. 1 stock. Years ago, and it seems so lately, they can not meet the standard U. S. No. 1 with a ten per cent tolerance, that is, 90 per cent of No. 1 stock in the load; so they quote anywhere from 50, 60, to 75 per cent of No. 1 lettuce, and the only object to that system has been that they want to know what the rest of it is. But the system in general has worked out satisfactory.

It is possible that Mr. Pomerening and I, or our department, can get together and make some special division for handling a tolerance in case of shipped stock, but for the canner, for stock as delivered to the cannery, I believe that the same system we followed in canned tomatoes will work out very satisfactorily with cabbage for kraut purposes.

MR. POMERENING: I should like to get an expression from someone relative to these grades from some other state than Wisconsin. If anyone has anything to say I will be glad to hear it. If not, write us, we will be glad to hear from you.

CHAIRMAN HAMILTON: The next speaker on the program is Mr. Pederson of the New York Agricultural Experiment Station. Due to the nature of his remarks I am going to ask that newspaper reporters, reporters for trade magazines, as well as the Stenotypist, refrain from taking down any remarks made by Mr. Pederson.

Mr. Carl S. Pederson, New York Agricultural Experiment Station, Geneva, New York, read his prepared paper entitled "How to Improve Quality of Sauerkraut."

CHAIRMAN HAMILTON: We will now hear the report of the Nominating Committee.

MR. W. W. WILDER: The committee was unable to find Mr. Berg, and Mr. Cornell had to leave the meeting; so it is up to me to give the report.

The Nominating Committee places in nomination the name of Mr. M. T. Hamilton for Chairman, and Mr. Lon P. Flanigan for Secretary. I move that these men be elected as nominated.

The motion was duly seconded.

CHAIRMAN HAMILTON: We will first vote on the name of M. E. Hamilton for Chairman. All those in favor will signify by saying "aye"; opposed "no." The motion is carried. We will now vote on the election of Lon P. Flanigan for Secretary. All those in favor will signify by saying "aye"; opposed "no." The motion is carried.

The meeting adjourned at twelve o'clock.

Wax and Green Bean Section

Tuesday Morning, January 26th, 1932

THE Wax and Green Bean meeting, held in conjunction with the Twenty-fifth Annual Convention of the National Canners Association, January 25-29, 1932, at the Stevens Hotel, Chicago, Illinois, convened at nine-thirty o'clock, Mr. Ralph O. Dulany, Fruitland, Maryland, presiding.

CHAIRMAN DULANY: Gentlemen, the Nominating Committee will be announced a little later, and the Chairman's report will be entirely dispensed with for the reason that he has done nothing except to assist in the preparation of the program.

I will call for the second address on the program. I am sure that we have all been puzzled by the fact that in spite of a very marked decrease in the production of green and wax beans this year, the market has remained so absolutely dull and lifeless; and the thought has probably occurred to every one of us as to whether that represents some significant change in the conservation of wax and green beans.

We know that the consumption, at least that of the pack, increased rapidly for several years, and we assumed that because the pack increased rapidly, the consumption was increasing rapidly. While during the last two or three years there has not been much increase, but actually a decrease, in the pack, the price would indicate that something might be wrong with the rate of consumption.

Therefore, I think it is extremely timely that the subject that is now to be discussed should be brought before us before we make any plans for packing in 1932. The subject as printed in the program is "Is Consumption Increasing or Decreasing? Why?" which Mr. Robert J. Roulston, whom all of you have heard of for a good many years as one of the country's greatest canned foods buyers, will discuss for us at this time. I am sure that we will all be deeply interested in what Mr. Roulston has to say on this subject. Mr. Roulston.

MR. ROBERT J. ROULSTON (Chicago): Mr. Chairman, Ladies and Gentlemen: From the remarks of the Chairman you might judge that I was running for office. I am not. I am not one of the greatest men. You will see that my stature is not large and that my knowledge of the business is not as extensive as you might imagine.

Is Consumption Increasing or Decreasing? Why?

By ROBERT J. ROULSTON
Chicago, Illinois

IN attempting to answer the rather ambiguous question: "Is the consumption of canned stringless beans increasing or decreasing, and why?" I can speak from local personal experience and observation only. We all know that canned foods are not distributed evenly throughout the country as a whole. Conditions in the Great Central Market may not obtain in other sections.

Assuming, however, that the middle west represents a fair sample of the growing popularity of scientifically prepared foods in tin, and stringless beans, being one of the most tempting products, is increasing in consumption in greater ratio to gain in population than other canned vegetables. Figures with which I am familiar indicate that sales on canned stringless beans were one-third more in 1927 and 1928 than in the two years preceding, and that they mounted in 1929 and 1930 to double those of 1927 and 1928.

In looking over some recent statistics covering the movement of truck crops, I noted that the shipments of snap beans made in 1931 was more than five times the value transported during the corresponding period of the year previous, of which, however, "a large percentage was lost through deterioration."

There is no question that fresh stringless beans are consumed in greater quantities than they were a few years ago. Whether the same increase is apparent in the canned commodity, I am not in a position to state, but I am convinced that canned stringless beans are looked upon with greater favor now than they were five years ago.

As a canner, I would give special attention to the proper selection of seed, assuring the consumer of a product practically, if not entirely, free from strings—a large contributing cause of added popularity.

I would offer for your further consideration the wisdom and feasibility of changing the specifications to: twos, threes, fours, cuts in one class: four and five cuts into another, and adoption of the eight-ounce and sixteen-ounce cans exclusively as the family or general consumer package.

Today the housewife is looking into the can to note its contents not alone from the standpoint of quality but with a view to securing at a nominal cost a can full of food. Times have caused her to be economical and the educational work in her behalf has proved to her that there is more food in a can of cut beans than in a can of whole.

The excessive packing costs of the small whole bean precludes the possibility of their being commonly used by the great middle class. I am inclined to think a good quality of bean already snapped to a suitable length, with appearance of more in a can, will gain consumers' favor and gradually supplant the whole bean.

RALPH O. DULANY
Chairman

J. O. HOLT
Secretary

Aside from a growing taste appeal, some of the contributions toward increased consumption are: improved sanitary packing conditions, selected quality, and uniformity in grading—topped off by the ingenious cleverness of the American housewife-cook in further preparations, pleasing to the eye and captivating to the appetite.

Until recent years attention given to packing was secondary and for the most part indifferent as to quality, size or condition. The only thing certain was that the can contained "Snap Beans," label true to name, viz, "String Beans," and in many cases the strings were not missing. The transition from string to stringless saved the day for this wholesome and nutritious vegetable.

The United States Supreme Court says that good will is the disposition of the pleased customer to return to the place where he has been well treated. Once attained it is the dealer's best asset.

Canned foods are bought and sold on confidence—"sight unseen." To achieve success, quality in the can must be given first consideration. Food is the first requisite to life's maintenance—its business is unlike others in that it is a necessity—the demands are constant and insistent, not seriously affected by surrounding conditions. Everything else can be postponed or curtailed enormously, but the breakfast of yesterday will not suffice for the labor of today.

Nineteen hundred thirty and thirty-one will be long remembered in the food industry. We have reached a low ebb with the worst behind us. Courage and confidence in the future will shorten the distance towards the goal which we so much desire. The lines of safe adjustment must be carefully and sanely considered. Replacements and needed repairs will go far towards a fresh start. Caution will continue to rule and when we meet a year hence, let us hope we will be more firmly settled.

CHAIRMAN DULANY: I was very much interested in that discussion, Mr. Roulston, and of course particularly in your recommendations as to the packing of things.

MR. ROULSTON: I believe cut beans have come to stay and that the market is improving. Everything has been reduced. I am frank to tell you that my salary has been cut, and that is the same with string beans.

CHAIRMAN DULANY: Your recommendation was that twos and threes and fours be cut?

MR. ROULSTON: When I enter the grocery business, as I may be doing one of these days, I will give that a trial myself. The twos, threes and fours are cut and put in one class, and the fours and fives in another, using the 18-ounce and 16-ounce cans. We all know that we have too many cans, and that the can might be smaller for beans.

At the same time I think that corn and many other items are practically a side dish, and for that reason there is a little difference. Beans usually form a major part of the meal, and for that reason there is probably some excuse for using a larger can. But I think if a smaller can were used there might be more beans sold and the price adjusted accordingly.

CHAIRMAN DULANY: May I ask one more question? In speaking of twos, threes and fours, do you mean the three grades are mixed; that is, the three sizes in one can?

MR. ROULSTON: I mean to have the three sizes in one can. One case would consist of twos, threes and fours and the other of fours and fives.

CHAIRMAN DULANY: Are there any further questions that you would like to ask Mr. Roulston?

MR. ROULSTON: I should like to hear from some canner on that subject.

SECRETARY HOLT (Eugene, Ore.): I would like to ask Mr. Roulston if this would appeal to him: We have in the Northwest a great call to eliminate string beans. We call them "green beans," or "yellow beans." We always refer to them in that way. Would that be a good thing?

MR. ROULSTON: That would be all right, but do you label them "white beans" and that sort of thing? Are you going to designate beans by color?

CHAIRMAN DULANY: You mean that you do not use the word "stringless"? Even if it does not have the "less" on it it still denotes "string."

MR. ROULSTON: There is not much encouragement for the packers to pack string beans with the string on both sides. I do not think that anybody cares to talk that just now. I do not think that the whole bean that is notched off and held together by a string would appeal to the consumer. I think the cut bean is the coming thing. Beans is one of the items that has been dragging on the bottom for a while. What the people want is food and the right kind of food. I think that is worth thinking about.

CHAIRMAN DULANY: Thank you, sir. You did give us something to think about. Are there any questions or further discussion?

It is our privilege now to listen to Mr. E. R. Lancashire, of the Ohio State University, Columbus, Ohio, who will address us on the subject, "Yield and Quality as Influenced by Harvesting Methods." I was especially requested to call him "Mr." in spite of his other title. Mr. Lancashire. (Applause.)

Mr. E. R. Lancashire presented his paper entitled "Yield and Quality as Influenced by Harvesting Methods" and that will be published later, together with the discussion.

CHAIRMAN DULANY: While Mr. Lancashire is calculating the cost per pound, I will announce the Nominating Committee:

Mr. King Weeman, Shawano, Wisconsin.
Mr. G. B. Rollins, Hart, Michigan.
Mr. W. R. Olney, Rochester, New York.

During this interval I will make another announcement. You will notice that one of the subjects listed is a discussion of factors to be considered in making a bean standard under the McNary-Mapes Amendment. Mr. Bonney of the Department of Agriculture was expected to be here today, and Mr. Loomis has just informed me that so far as he can learn he has not arrived in Chicago yet. Was it Mr. Bonney or Dr. White who was here a year ago and who went into a good deal of detail about this standard? I suspect that it was Dr. White.

You will recall that quite a full discussion was had on that subject. In fact, we gave our ideas so fully and completely that we rather thought they could go back and make a bean standard within thirty days; but they didn't do it.

As far as we know, they haven't done it yet. Is anybody present who can give us an idea as to whether we can expect the standard for snap beans for this present year's planting?

MR. WM. A. FREE (Rehmeyer Packing Co., Inc., Hungerford, York Co., Pa.): I was talking with Mr. Paul Williams and another gentleman, whose name I have forgotten, on the train coming out. Mr. Williams said it was his understanding that the standards would not be set this year.

CHAIRMAN DULANY: He is close to it.

MR. FREE: That was his definite understanding.

MR. R. L. STRASBURGER (Strasburger & Siegel, Baltimore, Md.): I was talking with Dr. White more recently, and he told me that the department had no money right now with which to force any additional standard. So there will not be any bean standard.

CHAIRMAN DULANY: That is in line with what I had heard. They have sort of struck a snag in the formation of new standards due to lack of money.

CHAIRMAN DULANY: If there are no further questions, we will consider the next topic, which is our canning topic, as you observe: "Relation of Blanching and Processing Green and Wax Beans to Quality." I have the pleasure at this time of introducing Mr. C. H. Bloedorn, of the Research Department of the Continental Can Company.

Mr. C. H. Bloedorn presented his paper entitled "Relation of Blanching and Processing Green and Wax Beans to Quality" and this will be published later, together with the discussion.

CHAIRMAN DULANY: When I wrote to several gentlemen asking for suggestions about this meeting, I received some suggestions to the effect that there should be adopted some positive means of keeping the acreage down. We did not ask for a formal talk on that subject. Is there any suggestion out of the experience and wisdom of any of you gentlemen that would throw any light on the possibility of keeping the acreage within bounds?

Another topic that was suggested, and one that is obviously and wholly desirable, was that of making certain that these big tough beans were not put in the cans in 1932. Is there anything that we can do to bring about a desirable effect there? Apparently our old friends, McNary-Mapes, have gone back on us again this year and we will not have any police protection. But can you suggest any influence that might be brought to bear to prevent that very deplorable thing that has gone on, I guess, ever since beans were canned? If not, are there any other observations or questions that anybody would like to suggest?

SECRETARY HOLT: Someone asked what we could do to keep down the acreage of beans. I do not know of anything that you could do that would be better than that which you are doing right now at present prices. I think that would come nearer to regulating acreage than anything else that could be done.

You spoke of holding beans. That brings up to my mind one thing that I want to discuss, and that is that there is a deterioration of any vegetable after it has been harvested, and I think beans are no exception to the rule. We can a number of varieties of vegetables and have been at it for something like twenty years, and our experience has been that all vegetables do deteriorate at a tremendous rate after they have been harvested. Take cauliflower, for instance; you cannot can cauliflower after it has been harvested ten or twelve hours and get a decent product. It will have lost its aroma, and it will be soft if you cook it enough to keep it in the can.

The same thing is true of asparagus, as you all know, also cabbage, although cabbage does not deteriorate so rapidly. The things that I know that do not deteriorate at all are potatoes and squash.

I bring this subject up for this reason: Is not this one of our biggest advertising points in selling beans and other vegetables that they are harvested and canned when they contain their natural aroma? Is not that one of our strongest fighting points against the introduction of the increased consumption of fresh vegetables? I understand that 300 cars of fresh beans have been shipped up here from Florida.

We have got to do something, and something very radical, if we are going to save our industry by offsetting this turn towards what they call fresh vegetables. How we are going to do it, I do not know. It should be a part of our advertising campaign.

Coming across the country on the train the other day the steward served some beets that were not fit to eat, so I called his attention to them.

He said, "They were fresh beets, but the cook did say to me he had cooked them six hours and had an awful time getting them soft."

They were not fit to feed to the pigs. I said, "Why in the name of common sense don't you buy some canned beets? You will get something that is really worth while."

I believe, gentlemen, that that should be played up, and that our vegetables should not lie around in the plant before they are put up, but should go right straight through. We should advertise that fact, because a housewife cannot go down to the gro-

cery store and buy a real good head of cauliflower, because it isn't there. The only place she can get it is in her own backyard, if she is growing it. There is a wonderful difference.

CHAIRMAN DULANY: Thank you, Mr. Holt. That was most timely.

I will ask the Nominating Committee to please make their report at this time.

MR. KING WEEMAN: We bring the following names: J. O. Holt, Eugene Oregon, as Chairman, and T. C. Wilson, of the Fremont Canning Company, as Secretary.

I move that the Section confirm the nomination.

Seconded.

CHAIRMAN DULANY: All in favor of the election of these officers signify by saying "aye;" opposed, "no." We declare them elected.

Mr. Holt, you perhaps have made your maiden speech. If you care to add any other remarks, we shall be very glad to hear them.

CHAIRMAN-ELECT HOLT: I have nothing else to say, except that I think the bean business is in a rather serious condition. I know that you people appreciate that, and I do wish that we could get closer together in our grades and in our quality, and then maybe we could get a little closer together in our prices. The prices at which you and I are selling beans today do not pay this two cents that the gentleman says is the cost of picking. If we paid two cents out in Oregon for picking, I am afraid we would go broke ourselves.

MR. LANCASHIRE: Either you would go broke or the farmer would.

CHAIRMAN-ELECT HOLT: He has gone broke already.

CHAIRMAN DULANY: Will the gentleman who was elected secretary stand and let us recognize him?

MR. WEEMAN: Mr. Wilson has left the room.

CHAIRMAN DULANY: Is there anything else, gentlemen? If there is no other business, I declare the meeting adjourned. The meeting adjourned at twelve-ten o'clock.

Fruit Section

Wednesday Morning, January 27th, 1932

THE Fruit Section meeting, held in conjunction with the Twenty-Fifth Annual Convention of the National Canners Association, January 25-29, 1932, at the Stevens Hotel, Chicago, Illinois, convened at ten o'clock, Mr. G. B. Rollins, Hart, Michigan, presiding.

CHAIRMAN ROLLINS: We will have the reading of the minutes of the last meeting.

Secretary Herbert E. Gray read the minutes of the last meeting, which were approved as read.

CHAIRMAN ROLLINS: On the Nominating Committee I should like to appoint Mr. E. M. Burns, Seattle, Washington; Mr. Preston McKinney, San Francisco, California; and Mr. William Hartman, Grand Rapids, Michigan.

In these hectic days of chaotic conditions, we have a subject at the beginning of our program, "Production vs. Consumption." It seems that is a sizeable subject and should require a sizeable man, and I think we have that kind of a gentleman. It gives me great pleasure to introduce Mr. B. E. Maling of Hillsboro, Oregon.

Mr. B. E. Maling read his prepared paper entitled "Production vs. Consumption."

CHAIRMAN ROLLINS: For some time we have had the idea in mind of advertising cherries as a tie-up with Washington's Birthday and the many stories of the cherry tree. With that thought in mind, we will ask Mr. Karl S. Reynolds to give us the "Progress and Possibilities of National Cherry Week."

MR. KARL S. REYNOLDS (Sturgeon Bay, Wisconsin): This year your Committee has selected the dates of February 15 to 22 as National Cherry Week.

Certainly, the novelty of a "Week" on anything can not be acclaimed. There are so many "Weeks" now that there scarcely are enough periods in the year in which to hold them.

How did we get started on this? A year ago at this National Convention, during a luncheon of cherry packers, an Advertising Chairman was appointed and instructed to do something about advertising red cherries.

Within a few weeks a committee of 15 representative packers, organized from Wisconsin, Michigan, New York, Ohio, and Colorado, had agreed to combine their best efforts and thought to develop a modest and well-planned advertising program.

Contacts were made with most of the leading food advertising agencies in the world. It was finally decided by the Chairman to grant a hearing to eight agencies which he thought had possibilities. The entire Committee convened for a two-day session in Chicago, at the Sherman Hotel, on March 30, 1931. And here we gave intensive consideration to the detailed plans worked out by the eight agencies.

On the basis of a 100,000,000-pound cherry crop in 1930, we decided to invite participation in this campaign on the basis of 1/10th cent per pound. This was calculated to raise a maximum of $100,000. We decided to secure signed pledges covering a period of three years, so that the movement would not die after the first season. Contracts were prepared, and we finally secured signatures for about 50 per cent of the desired tonnage. Then the depression really hit the cherry packers, and despite spasmodic efforts during the summer and fall, we never were able to get started.

December 1, 1931, new life was given the movement at the annual meeting of the Michigan Canners Association at Grand Rapids, when the Secretary of the Traverse City Chamber of Commerce, Mr. Don Weeks, suggested observing National Cherry Week, as a logical enlargement of the already successful Michigan Cherry Festival. The idea was accepted enthusiastically, with the amendment that all cherry-growing states be invited to participate, so as to make the movement truly national.

G. B. ROLLINS
Chairman

We swung into action immediately, soliciting co-operation from the 125 cherry packers scattered all over the United States. A goal of $5,000 was set, on the basis of 1c per 100 pounds of raw fruit, or 20c per ton. The first appeal went out December 4, 1931. Today we have $4,896.84 from 50 packers, or 70 per cent of the possible amount from last season's 70,000,000-pound crop.

Because of the prominence of Cherry Pie, we are making this the "big shot" for publicity, with a National Cherry Pie Baking Contest, for a grand prize of $500. It is hoped to have Cherry Pie become known as the NATIONAL PIE, because of its association with George Washington and its universal popularity. We want it to become as much a part of the Washington Birthday Observance as turkey and cranberries are a part of our Thanksgiving Day.

POSSIBILITIES OF CHERRY WEEK.

Correct the troubles of our own industry ourselves from within our own ranks.

(a) Under consumption rather than over-production.

(b) Learn to work together voluntarily and for a definite advantage to all; better than trying to control or stabilize by force.

(2) Increase consumption of cherries by educating ourselves and the consuming public to the real health values and delicious possibilities of Red Cherries. We also have available a detailed study and analysis of the health value of cherries by such eminent authorities as Dr. Kellogg and Dr. Lorenz of Carlsbad, Austria.

(3) We can eventually establish the "Red Cherry Institute" and launch a rational, well-planned advertising campaign throughout the year.

(4) Make our whole country "Cherry-conscious."

(5) Make jobbers and brokers cease throwing us into a panic —restore our own respect in our own industry—win the goodwill of the pie-eating public with our resourcefulness.

If we work together as we have this year, it is a foregone conclusion that our industry can be put over big from an advertising standpoint.

CHAIRMAN ROLLINS: It is very unusual for a Chairman of any section to be so fortunate as to have a very able Secretary who not only takes care of his many duties but consents to appear on the program. This matter of the McNary-Mapes Amendment, on which we have had years of experience, has brought out a lot of discussion, a lot of points perhaps not thoroughly understood yet, and with that idea in mind Mr. Gray is going to tell us a little something about the "Production of Fruits and Effects of McNary-Mapes Amendment on Marketing."

Mr. Herbert E. Gray read his prepared paper entitled "Production of Fruits and Effects of McNary-Mapes Amendment on Marketing," and the discussion develops the main points.

CHAIRMAN ROLLINS: There is considerable meat in this paper, especially on the subject of labeling, misinformation on labels, the stigma perhaps that in some respects just makes it a problem for every canner today. There is today, perhaps more than ever, some problems in which we have had considerable experience, and I think that this matter should be open to considerable discussion. We were promised a representative from the Department of Washington, and I am wondering if there is anyone here from the Department. It was our hope to have Mr. Campbell, but I understand that he was not able to be present. Is there any discussion on this matter or do you wish to take any action?

MR. PRESTON McKINNEY (Canners League of California, San Francisco): Those of us from California are very deeply interested in what Mr. Gray has read, and we would appreciate ideas or criticisms of our ideas from canners in other states. None of us, as far as I can learn, likes the present legend. The department has a very difficult job and we must realize that we put the job up to the government; the government did not put it up to us. I went to Washington in October with Mr. Wilder and talked to the department. I feel that they are convinced that after a year of trial some changes are necessary and good for the industry and the public.

We are having our troubles in California. There is a suit now pending in the courts out there by a canner who is opposing the whole thing. I do not think he will get anywhere, yet I think the government will rather welcome the suit because it will enable them to determine through the courts some of the points.

The government issued a special order covering pie fruit, which mixed up our ideas. The government was entirely earnest and thought it was right in the thing, but we feel that the special order was unconstitutional.

Our feeling is, as Mr. Gray has said, that there is a lot of good fruit that has a right place in the markets of the country and it does not need to be damned, but for the good of all it should be marked in a manner which will indicate that it is of a lower grade than the grades which are satisfactory for table use or for the better type of table use.

Our feeling is that if we can get the wording down so that it is all right, then none of us will be upset by putting it on a product that is low in grade. I understand informally that the government plans to have a public hearing some time reasonably soon, at least before the new season. I feel that it is of greatest importance that the representatives of various fruit states should be as near together as possible when the matter comes up, and I think that we should try to exchange as many ideas as possible here on a give-and-take basis.

CHAIRMAN ROLLINS: I feel, Mr. McKinney, that now is the time for the preliminary work at least. It is true there will be a hearing and we can get farther at that hearing, perhaps, than in a general session. We all have those problems and now is a good time to air them.

MR. E. M. BURNS: Mr. McKinney, did you take into consideration the question of border or the black line

MR. McKINNEY: We did not in our consideration, but it is one of those things worthy of consideration. We have merely touched upon the high places. We do not have any thoroughly organized campaign. That is an item we have heard of and we have talked it over among ourselves in the past, but in our most recent talks it just happened not to come up, and I think it should come up.

MR. BURNS: To my way of thinking that is simply ignoring but not forgetting. Mr. Gray, in reading over those proposed slogans you used the words, "but below U. S. Standard." I think it would be all right if we merely said, "wholesome standard below U. S. Standard."

MR. GRAY: "Legal but below U. S. Standard. Wholesome, but below U. S. Standard grade. Below U. S. Standard grade but wholesome and legal. Wholesome, legal, but below U. S. Standard. Wholesome, but quality below U. S. for Standard."

MR. BURNS: To my way of thinking that word "but" attracts a lot of attention to the fact. That is the point we want known, below U. S. Standard. We will work with any of you in any matter whatsoever. We were in a number of hearings on this matter. I remember that in California we brought up this point, but it was not sufficiently eloquent, or possibly they did not work so hard in the East. There is a big question about the use of the word "unsweetened." We would be glad to work with you on that. We have used the term "water pack" in the Northwest. but if it is going to help you, we will be with you on that. As Mr. McKinney said, we will certainly have to show a united front. Any of these slogans would be acceptable to use, except I think that we should leave out that word "but."

MR. McKINNEY: The very fact that we have suggested a half-dozen different legends indicates that our minds are not crystallized on it. We have a lot of differences of opinion as to just how the wording should be. Maybe somebody can devise a still better one.

CHAIRMAN ROLLINS: I think it is true that we are all agreed that perhaps in some sections of the country there are impressions that are timely, they are informative, where they might not appeal or should not be used in other sections on perhaps the same kinds of fruit. Perhaps it is just a matter of our own minds as to how that will be taken by the public.

Is there any further discussion on the McNary-Mapes Amendment? Mr. Holt, what have you to say?

MR. J. O. HOLT (Eugene Fruit Growers' Association, Eugene, Oregon): The only idea that I had in mind was that this convention should take some action which would represent the whole fruit industry. We could take action out West, but we represent only a section, and I think without a doubt that we are very closely agreed on what should be done. We have to take some action if we are going to get anywhere with the department.

CHAIRMAN ROLLINS: Do you have in mind a resolution to that effect, or would you want a committee appointed to make such a resolution for some definite action, to be later presented to the department?

MR. BURNS: On that question of border, I wonder if we are taking into consideration that many people have not a fine understanding of the English language, and that a blank line might appeal more to them than all the phraseology we might develop.

MR. GRAY: Mr. McKinney, as Mr. Burns suggested the elimination of the word "but" from those legends, how do you think that would affect the real intended purpose of the legend?

MR. McKINNEY: I do not think it would do any harm. I would say that if we are gathering several legends, why not write another one with the word "but" left out and put it in as a recommendation.

MR. GRAY: I will read them without the word "but." "Wholesome, below U. S. Standard grade. Wholesome, legal, below U. S. Standard. Wholesome, quality below U. S. Grade for Standard."

MR. McKINNEY: I think the reason for using the word "but" in there is that the department has felt if you play up the word "wholesome" you will have to qualify it. Their main purpose, of course, is to point out that it is low grade. Our purpose is to point out low grade but also that it is wholesome, and the two should be connected so that you can not simply put your

mind on one of them. Make it all a part of one sentence. I think we would like it just as well that way, and a suggestion that might cover their point is to put a dash between wholesome and U. S. Standard: Wholesome—U. S. Standard.

MR. GRAY: Don't you think in leaving out that word "but" you are bringing that prominently before the trade as being something that is recognized as a grade better than it actually is? Are you not afraid of that? It appears to me that is the inference which might be drawn. I question, as you do, that the department might not permit the elimination, although it would be, I think, far better in effecting sales of products without that word "but" in there.

MR. BURNS: We have small quantities of our goods going to the table consumption. On most of our No. 10's I do not think it would hurt so much. So we are trying to be kind to you fellows, but what you want is all right with us.

MR. REYNOLDS: Just considering the interpretation given, the finer quality to me means quality itself, not high quality without having any shading to it. Whereas, wholesome means what it says; it is edible but not fancy. Wouldn't such an expression as "below U. S. Standard—wholesome," fit the requirements, wholesome being descriptive of the quality or type of goods? "Wholesome quality" sounds a little too strong.

MR. BURNS: We tried to get over "just below U. S. Standard." Then we tried "Wholesome below U. S. Standard," but we could not get by.

MR. McKINNEY: I feel that we should get that word "wholesome" first. At the same time there is no use undertaking to put over with the government a wording that does not clearly indicate that it is below the grade.

I do not think that we want to go to the government with just one wording which we are definitely set on, because the government is inclined to be set on things itself; and if we can go to it with the idea embodied in a half-dozen suggestions and adding others or taking off some that somebody does not like, we will get further than if we center on just one. The government does its own thinking, and it has a purpose as well as we have.

CHAIRMAN ROLLINS: I think that everyone appreciates the fact that the department itself is not at all so hard-hearted but that it takes that same attitude. The flexibility of at least any of the terms that are used always gets into quite a drawn-out discussion. It is true that differences of opinion make horse races, but I think the government's idea is to work with us and not against us, and perhaps its phraseology is better from the legal standpoint.

MR. GRAY: The last point we have to discuss reads, "Wholesome, but Quality below U. S. Grades for Standard." By eliminating the word "but" and making it read, "Wholesome quality below U. S. Grades for Standard," it seems to me that fits in. I think it fits in better here than in any of the clauses.

MR. McKINNEY: I do not believe it is a desirable one.

MR. GRAY: I wonder how it would appeal to the rest of the members who are interested in this subject to have this read, "Wholesome, but below U. S. Grades for Standard," eliminating the word "quality?"

MR. McKINNEY: I do not think the word "quality" is right in this, because wholesome is not an element in quality. I would just say, "Wholesome below U. S. Grades for Standard."

MR. GRAY: Eliminate the words "but" and "quality."

MR. HOLT: I should like to move that we respectfully recommend to the U. S. Department of Agriculture that the wording and border of the sub-standard legend, under the McNary-Mapes Law, be modified to be less severe in wording and appearance.

MR. McKINNEY: I second the motion.

The motion was put to a vote and carried unanimously.

MR. McKINNEY: We have given a lot of thought to this, and there is one other element of it that I think we ought to consider. You know the government's chief difficulty in enforcement is that no one can put into words—nobody is bright enough to put into words—a description of a grade which a layman or a lawyer can actually interpret in the fruit cans. That is the reason we have spent years in developing our technique, and we canners on opening the cans can almost tell at a glance the grade without very many words to guide us. We have built up through trade practice in all of our states very definite things as to grades, and it seems to me it is very vital that the government should lean on the trade more than it apparently has. If, in other words, the government can do its best on wording in the final analysis of whether or not a product is up, or requires the legend that they follow the line of trade practices as to what a grade is, then it is not operating at cross purposes with the trade, and also it is not undertaking a lot of impossible enforcements.

For example, suppose a car-load is shipped into any one of our large markets and it has not the label on it that the government thinks it should have on it. If the government lays its line of demarcation along the line of trade practice and the standards now in existence in the trade, it can call in expert witnesses who can back up its position. It seems to me that the government must of necessity, if it is going to do a job that is not going to mix us up completely and mix itself up, lay its lines along the lines of present standards merely for its own protection and ours.

PRESTON McKINNEY
Canners League of California

CHAIRMAN ROLLINS: That is very timely, Mr. McKinney. The matter of enforcement, I think, is a question that perhaps the department considers at this time more than any other. Whether or not appropriations can be made suitable to take care of the enforcement of all these things is well to consider.

We will now have the report of the Nominating Committee.

MR. BURNS: The Nominating Committee suggests the name of Mr. Herbert E. Gray for Chairman, and Mr. Karl S. Reynolds for Secretary. I move the adoption of the report.

MR. McKINNEY: I second the motion.

CHAIRMAN ROLLINS: It has been moved and seconded that Mr. Herbert E. Gray act as our Chairman, and that Mr. Karl S. Reynolds, of Sturgeon Bay, Wisconsin, act as Secretary during the ensuing year. All those in favor manifest by saying "aye;" opposed, the same sign. The motion is carried and these two gentlemen are elected.

Is there any further matter that should be taken care of? If not, we will adjourn.

The meeting adjourned at eleven forty-five o'clock.

Pea Section

Wednesday Morning, January 27th, 1932

THE Pea Section meeting, held in conjunction with the Twenty-fifth Annual Convention of the National Canners Association, January 25-29, 1932, at the Stevens Hotel, Chicago, Illinois, convened at ten-fifteen o'clock, Mr. W. B. Stokely, Jr., Louisville, Kentucky, presiding.

CHAIRMAN STOKELY: We have been a little bit delayed in getting started this morning, trying to get a little larger crowd here to hear the very fine information that we are going to get a little later on.

The first thing on the program will be the appointment of the Nominating Committee. I will appoint on that committee Mr. A. T. Hipke, of Wisconsin, and Mr. James Moore, of New York, and Mr. Evan Reicheldorfer, of Ohio.

The first speaker on the program this morning is Mr. John T. Albright, of Columbus, Wisconsin, who will speak on "Quality Separators for Canning Peas."

Mr. Albright's paper will be published later.

CHAIRMAN STOKELY: The next address is by Dr. E. F. Kohman, of the Research Laboratories.

New Facts Relating to Quality in Canned Peas

By E. F. KOHMAN

Research Laboratories, National Canners Association
Washington, D. C.

SOME time ago, I was requested to write a short statement as to why we should eat canned peas. I should like to read the following from that statement.

"Peas, compared with other vegetables, contain an abundance of protein, the building material for the muscles. They are high in carbohydrates, that is, sugar and starch, with a fair amount of fat, all of which supply energy.

"Peas are alkaline in their reaction to the body; thus counteracting the acid-forming foods such as cereals, meats and eggs. They contain iron for the blood, calcium and phosphorous for the bones.

"Peas are most remarkable for their vitamin content. They contain vitamins A, B and C and are outstanding in that they are among our richest sources of each of these vital elements. Upon ripening, peas lose practically all of their vitamin C and most of their vitamin A. There is, therefore, good reason why we do not allow peas to ripen, but instead, can them in the succulent state.

"Canned peas supply a wealth of nutrients at all times, in convenient form, at small cost, in all regions, and at all seasons, whether it be for a meal in the humblest cottage or the most spacious banquet hall."

In my estimation, there is no succulent vegetable more desirable than peas and there is no more valuable addition to the American diet than a larger proportion of succulent vegetables. I cannot conceive of anyone experiencing any harm from eating a larger proportion of cooked succulent vegetables—and in every sense of the word canned vegetables are cooked vegetables—and I am positive a greater number of people would be immensely profited thereby. Anyone, therefore, who from any angle can bring about a more general consumption of peas is benefitting mankind in proportion to his achievements in this direction. In my estimation, improvements in the flavor of canned peas are possible that will materially increase their consumption.

Every pea canner knows that peas harvested in their prime condition begin to deteriorate from the time that they are mowed. This deterioration is almost negligible on the vine, unless they are held for an undue period of time before vining. Every canner knows that the deterioration from the time of vining is quite rapid. I am therefore, not disclosing anything new in bringing this to your attention, and I do not wish to preach to you on this point. However, I wish to make a suggestion which seems to have possibilities in enabling you to pack a better flavored pea with more of the natural nutrients in it.

There is no longer any question of the causes of this deterioration of peas after vining. It is the result of enzymic activity. The enzymes are responsible for the life processes and under normal conditions they regulate and control these processes. Under abnormal conditions they may cause undesirable results. In practically all freshly harvested vegetables the enzymic activity causes deterioration and it is desirable to inactivate the enzymes as promptly as possible.

In pea canning this is possible by a very short blanch of approximately 1 minute in boiling, or practically boiling, water immediately after vining. We are not yet in a position to give exact times and temperatures. However, the blanch may be so short that for purposes of subsequent operation, such as grading. etc., the pea is still firm and sound and lends itself readily to these operations. Naturally, if the pea is then to be held for even a matter of minutes, it must be thoroughly cooled. This means that a short blanching process with subsequent thorough cooling in cold water must be applied as the peas emerge from the viner. There is no more opportune time than this to remove any dirt, vine juice, or weed juice from peas. These are removed to enormously better advantage at this time than after the usual holding period now in practice.

CHAIRMAN STOKELY: The next address on the program is by Dr. O. B. Sayre, of the New York Agricultural Experiment Station, Geneva, New York, on "Pea Varieties for Canning." Dr. Sayre.

Dr. Sayre's address will be published soon.,

CHAIRMAN STOKELY: Our next speaker is Mr. Harvey R. Burr, Secretary of the Wisconsin Canners Association, Madison, Wisconsin, who will talk on "Plans and Prospects for 1932." Mr. Burr.

Mr. Harvey R. Burr read his prepared paper entitled "Plans and Prospects for 1932," and it will be published later, but the following interpolations are worthy of serious attention:

MR. BURR: "I want to say, Dr. Kohman, that the suggestions presented in your paper presented a few moments ago, to my way of thinking, offer one of the most definite improvements along the line of improvement in this particular quality in which we are interested than I think has ever been presented at this meeting or any previous meeting of the National Canners Association."

"I want to inject into my manuscript at this time a paragraph or two from the report just released today by the United States Bureau of Agricultural Economics under date of January 25, relating to the intentions of pea canners at this time regarding their acreage for 1932.

" 'According to the reports of 105 representative firms giving acreage of peas planted last year and their tentative plans for 1932, a net reduction of 10 per cent below the 1931 planted acreage is now being contemplated. These firms report a total of 95,360 acres under consideration for 1932 as compared with a total of 106,436 acres planted in 1931.' Bear in mind that that is just on the 105 representative firms reported. Many other firms are still undecided. Thank God for that.

" 'From the reports received it appears that New York canners are considering a 6 per cent increase in their 1932 acreage. Reports from Wisconsin, however, indicate that a reduction of 20 per cent below last year's planted acreage is now in the minds of canners. From the Middle Western area as a whole the net reduction of 15 per cent is indicated. Maryland and Delaware are combined by planning a slight decrease. Tentative plans for the far Western group point to a 5 per cent decrease.'

"Here is a brief prediction or analysis of those figures: 'Should a 10 per cent reduction be carried out, it would mean a total of 229,430 acres to be planted in 1932 as compared with 254,230 acres planted in 1931. Harvested acreage in 1930 was about 4 per cent less than the planted acreage, and in 1931 was 13 per cent less, largely on account of unusual losses from the drought damage in Wisconsin. Assuming that a more normal growing season is in prospect for 1932, a 10 per cent reduction in planted acreage would probably mean an acreage for harvest in 1932 about the same size as that harvested in 1931.

" 'This report is not an estimate of the acreage that will finally be planted for 1932. It is rather a summary of the pre-season plans of 105 firms whose acreages for the most part have not been contracted and are therefore subject to change. The summary is intended as a guide to canners and growers in the further planning and adjustment of their acreage for the coming season.'

"Incidentally, on the report there is the classification by states going back to 1928 and bringing up the prediction for 1932.

"Your Chairman has called my attention to one or two sentences that I omitted just as a matter of brevity: 'In this connection it must be remembered that average yields per acre in 1931 were the lowest on record. Had the average yield of the five-year period, 1926 to 1930, been obtained on the acreage harvested in 1931, it would have meant a production about the same size as in 1929 when the pack was 18½ million cases.'

"I think that that is a very, very conservative estimate of what would have happened last year if we had had a normal crop. It would have been my guess that we would have had closer to 25 million cases than 18½ million if we had had a normal crop."

JOHN P. KRAEMER
Secretary and Chairman Elect

CHAIRMAN STOKELY: Mr. Dye requested the privilege of saying a few words about the corn statistics that he has distributed. If he is not here we will proceed with the next order of business.

MR. DYE: I am not going to be long. I passed among most of you one of our monthly statistical reports of the Corn Canners' Institute. At the meeting of our Board of Trustees, a number of whom are large producers of peas, it was voted to continue our statistical service in the Corn Canning industry, and the men engaged in the Pea Canning industry were responsible for a resolution being carried in that meeting to extend this service to the pea, tomato, and possibly the green bean sections of the industry, if possible.

The cost for our Institute service a year ago was on the basis of 2 mills per case for the production of 1930. Our budget provides for 1 mill per case for 1932. If we could bring in the other industries we could reduce this cost to a very nominal figure.

We place before the Corn Canning industry every month the actual shipments from the canners all over the United States by size, variety, and grade. We keep them posted all the time on their stocks on their floors. We keep them posted on what is going on in advance of the acreage season, and what is finally put out. We keep them posted with the telegraphic service on the progress of the pack and the possible production.

I just want to bring this to the attention of the pea canners in the hope that we may be able to interest you to the extent that you will adopt this service. We do not want to supplant any other service. We want to work with any state organization that has a service on a fair, equitable basis, dovetailing our work with theirs; but in order to do that we want to bring in the entire industry, regardless of where it is located in the United States. (Applause.)

CHAIRMAN STOKELY: Gentlemen, we have a report from the Committee on Production by Mr. Burr.

MR. HARVEY R. BURR. Those of you who attended the opening conference on Monday afternoon and the Board of Directors' Meeting of the National Canners Association Monday morning recall that President Harding was authorized at the Board of Directors' meeting to appoint a committee that, for want of a better name, we have termed the Production Committee, this to be a canning committee, representative of the industry, for the purpose of developing and continuing a constructive relationship with the United States Bureau of Agricultural Economics and the Department of Commerce.

We expected from Mr. Olsen, who addressed the general session, a rather definite outline of what the Bureau of Agricultural Economics might be expected to do in the way of presenting to the canning industry, from this time on, an up-to-the-minute picture of the relationship between production, distribution, prices, and all other information of a vital character that would help you and me in formulating our plans of managing our own particular companies along the soundest and most profitable lines. Of course, Mr. Olsen was rather reticent to make specific statements as to just what the Department would do without having first been asked to do it, without having first had a request or a definite tie-up established between the industry and the Department along certain specific lines.

President Harding appointed a committee of fifteen to be known, as I said, as the Production Committee. That committee met Monday afternoon and drafted a set of resolutions or recommended program to be passed on to the Bureau of Agricultural Economics and to be presented for your approval and the approval of the various other commodity groups at these sectional meetings. (These were read as at other sectional meetings.)

Do you gentlemen in the pea canning industry want an extension or a development of this service or not? Here is a chance to get something essential to the industry, but not unless you gentlemen are willing to furnish the necessary information. You have it. If you are willing to co-operate fully and promptly, great results can be obtained, because the Bureau of Agricultural Economics will not issue any statements whatever unless the return is sufficiently comprehensive to be worth while. Do not just verbally pass this resolution here today, Mr. Chairman, and when you get the questionnaire on your desk decide that it is just one more of those things to be put in the waste-paper basket.

DR. E. F. KOHMAN
National Canners Association

I think that Mr. Olsen showed conclusively in his address Monday that definite results have been obtained in other industries—for instance, the dairy industry—in the relationship between acreage and production and between production and price.

For instance, we all have a vague idea that 15,000,000 cases of peas should be packed. We have no way of telling what the normal demand may be, but I think that the figures which Mr. Olsen's Bureau could obtain would indicate a trend that would be valuable in guiding us.

I would like to move, Mr. Chairman, that this group approve the appointment of a committee to set up the machinery for proper dissemination of this information when received. There is no definite plan to adopt as to what the mechanism should be, but I think it desirable that the Chairman be given power to appoint such a committee who, in turn, will use their efforts to make this information available when received.

If I may be presumptuous enough to move the appointment of that committee, Mr. Chairman, I will be glad to submit it on that basis.

CHAIRMAN STOKELY: You have heard the report of Mr. Burr. I am not exactly familiar with what the authority of the Pea Section is, but my understanding of it is that our only authority is to recommend to the general meeting of the Association what we would like to have them do for us. Is that right?

MR. BURR: Yes, and further the specific request that I am conveying to the group in this manner is the appointment of a committee of pea canners who will confer together and set up the necessary mechanism under which this entire program, originating in the Department at Washington, may be given a specific value to this particular commodity group.

The time has been so short, Mr. Chairman, that we have not been able to come before you with a definite, specific suggestion or program as to just what that mechanism may be. We are asking you to place it in the hands of a competent committee.

CHAIRMAN STOKELY: My own thought on the matter is: I think the idea desirable, and if that is the consensus of the meeting that we should recommend to the general session that we as pea canners want to be included in this service and rather let the function of it be taken up from that point—

MR. BURR: May I add just a further remark. The great majority of canners, particularly pea canners, have been advised, and you have concluded in your own minds, and I am sure that plans for 1932 must of necessity be held in abeyance until after the National Canners Association Convention. That has been general conversation, general talk, general thought.

We come down here for the purpose of attempting, if possible, to come to some conclusion of what we are individually going to do. Some of those conclusins have been drawn, no doubt; but if the pea canning industry as a group go out of this room and go home from this meeting without definitely going on record as favoring and approving the constructive effort that will be put into the action of this Production Committee, we are going to be branded as a bunch of renegades, a group that is unable to get together on any sort of constructive program.

DR. CLARK: I believe that this committee should be appointed; and therefore I second Mr. Burr's motion.

The motion was put to a vote and carried.

CHAIRMAN STOKELY: The next business to come before the meeting is the election of our section officers for the coming year. I have the written report of the Nominating Committee. They are as follows:

For Chairman, Mr. John P. Kraemer, of Wisconsin.

For Secretary, Mr. G. O. Bailey, of Rochester, New York.

Do I hear any other nominations? Do I hear a motion that these men be elected as these respective officers?

MR. HIPKE: Mr. Chairman, I move that the Nominating Committee's report be adopted and the election of the candidates proposed.

The motion was duly seconded, put to a vote and carried.

CHAIRMAN STOKELY: They are unanimously elected.

I will turn the meeting over to the new Chairman, Mr. Kraemer.

CHAIRMAN-ELECT KRAEMER: I do not believe that that is the order of business.

MR. STOKELY: That is the way it is with me.

CHAIRMAN-ELECT KRAEMER: My mother always taught me not to return evil for good.

From the business that has just come before you it looks as though we have a good course charted for 1932. There are several other things that I have in mind that I believe could be brought up at this time that will eliminate some of the confusion, the troubles with which we are beset. We will hear about that later.

Is there anything else to come before the Pea Section at this time?

MR. STOKELY: I move that we adjourn.

The motion was duly seconded and the meeting adjourned at eleven forty-five o'clock.

Baked Bean Section

Wednesday Morning, January 27th, 1932

THE Baked Bean Section meeting, held in conjunction with the Twenty-fifth Annual Convention of the National Canners Association, January 25-29, 1932, at the Stevens Hotel, Chicago, Illinois, convened at nine forty-five o'clock, Mr. Edward R. Elwell, Portland, Maine, presiding.

CHAIRMAN ELWELL: According to the program the first number is the appointment of the Nominating Committee, which has already been done, and I will announcec them later.

As far as the Chairman's report is concerned, the Baked Bean Section has not been engaged in any particular research work during the past year, consequently there is really nothing to report, other than the minutes of the previous section meeting, which I think can easily be dispensed with.

In opening the meeting I do want to make a couple of explanations to the speakers, and particularly to Mr. Scull, because I do not want any of the speakers to take this audience in its size to be representative of the number of people who will be benefited by what the speakers have to say. Those who are here are executives in their line and are keenly interested in the subjects that will be discussed, and those who are not here usually depend upon the published report of the meeting and the publication of the addresses for their information.

Consequently, even though our speakers may be addressing a small number, their remarks are going into a kind of congressional record which will be studied throughout the year by the entire industry. So I hope that you will understand that and appreciate what they have to say is really going to all bean canning members of the National Canners Association and is receiving as much attention from them, although they were not present in person.

The first subject on the program is a technical subject. Among the various agencies throughout the country that are engaged in research for the canning industry, the American Can Company is the outstanding. Maintaining laboratories throughout the country, one of the main headquarters is at Maywood, Illinois. From there we have with us this morning Mr. R. S. Scull, who has been conducting a great deal of research work during the past year on subjects of special interest to bean canners, and he is going to speak to us on "Practical Research Problems in 1931." Mr. Scull.

Mr. R. S. Scull presented his paper entitled "Practical Research Problems in 1931," and it will be published later.

CHAIRMAN ELWELL: The next subject concerns a problem which is with us all from the very time the raw beans are harvested until they are eaten by the consumer. You are all familiar with the consumer complaints that are received, largely unjustified, and which are at once in most cases turned over to the National Canners Association for preliminary investigation and final settlement. This subject is to be covered by a number of speakers, and it seems practical at the start to discuss the problem and indicate the consequences that canners are having to meet as a result of these claims of foreign matter, or the alleged presence of foreign matter in canned beans.

We all know that Mr. Henry M. Loomis conducts this work for the Association, and I am sure he will have some interesting comments on the consequences. I am going to ask him to take charge of the meeting during the period of this next subject and introduce the other speakers. Mr. Loomis.

Mr. H. M. Loomis, National Canners Association, Washington, D. C., assumed the chair.

CHAIRMAN LOOMIS: The importance of proper cleaning of raw beans and the cans, and the necessity of protecting the canned product from contamination with foreign material at every stage of the canning procedure, should be realized by every canner. I hope this will be brought out in the discussion to follow, and that some canners will give us the benefit of their own experience.

It is very essential for the successful defense of a claim of injury due to the alleged presence of a foreign substance in a can, that the canner should be in a position to prove that he has used every reasonable precaution to keep foreign substances out of his food products.

The discussion of this subject will be continued by Mr. H. B. Hammerslag, of Grand Rapids, Michigan, whom I now introduce to you.

(Mr. H. B. Hammerslag presented his paper on the subject "Foreign Material in Canned Beans: Consequences and Modern Remedies," during which he showed the efforts made by the growers and especially the elevator men of removing all stones and foreign matter. An unusually interesting method of sorting beans is developed in the following discussion.)

CHAIRMAN LOOMIS: I would like to ask Mr. Hammerslag how effective this is in the actual percentages of foreign material left in the beans as compared to the old method.

MR. HAMMERSLAG: We made our first test last week, and after adjusting all our machines, the final test we made showed the beans were picked down to a half of one per cent, and that half of one per cent were mainly beans that were questionable. They were not bad beans. There was possibly a small spot on one side or a slight discoloration, but there were no stones or real bad ones at any time. There was no foreign substance whatsoever.

CHAIRMAN LOOMIS: You do not have to substitute with gravity or a blower?

MR. HAMMERSLAG: The beans are passed in the conventional manner through screens and the blower system before going to our sorting machines.

CHAIRMAN LOOMIS: Are the bean companies using this?

MR. HAMMERSLAG: This is the first time in the history of the world that this has been done.

MR. E. S. SCOTT (Campbell Soup Company): May I ask how much this will add to the cost of cleaning beans?

MR. HAMMERSLAG: You mean the difference in the price we will ask for a bean that picks one-half of one per cent or less and the ordinary choice, hand-picked?

MR. SCOTT: Yes.

MR. HAMMERSLAG: Depending probably on marketing conditions and competition, it may be nothing and it may be ten cents.

MR. SCOTT: What do you mean by nothing?

MR. HAMMERSLAG: We might see fit to sell these beans on the same basis at which you are able to buy choice, hand-picked beans today. On the other hand we might ask the premium of ten cents.

MR. SCOTT: In other words, you are going into the elevator business.

MR. HAMMERSLAG: This particuclar plant is being operated by the company that developed the sorting machine.

MR. SCULL: I should like to ask if the machine will handle something like a piece of glass that totally transmits the light and gives you no reflection for the electric tube to give up?

MR. HAMMERSLAG: Glass gives a very definite reflection. We find glass, stones, dirt, nails, small pieces of metal, and every conceivable type of foreign material, and a white bean is very ideal because of the whiteness alone. It has been our experience that any glass or metal, or any foreign material of that kind, gives us a very wide percentage of change in the projector.

MR. SCULL: The machine works on the basis of the total amount of light reflected?

MR. HAMMERSLAG: Any object, whether glass, or a piece of metal or any object that absorbs the light, naturally is less eliminated.

CHAIRMAN LOOMIS: If there are no further questions, we will ask Mr. Ludwigsohn, of the General Electric Company, to give us a little talk explaining this machine, which is known as the electric eye.

MR. LUDWIGSOHN: I think you will readily agree that this photo-electric bean-sorting equipment is one of the most fascinating devices that has been developed in the last few years, and it is also an efficient and practical development.

The operation of the equipment, briefly, is as follows: When a white bean gets in front of the photo-electric tube, there is a great deal of current passed. This comparatively high photo-electric current is amplified and applied to the thyratron. The thyratron is so connected electrically that the higher current does not permit it to trip, therefore no action takes place and the bean goes by. If a black bean or a discolored bean appears before the photo-electric tube, the decrease in current by the photo tube is amplified to the thyratron, the thyratron passes current and the ejector knocks it off the drum.

If we had not been able to devise some method of having the photo-electric circuit completed only when a bean was in front of the photo tube, it would have been necessary to build this drum, or the circumference, of a material which was absolutely white, and in case it became dirty the photo tube would be operating in between the holes where the beans were located.

So a commutator arrangement was built on the shaft of the drum, and this commutator arrangement simply consisted of a group of contacts. The contacts are in series with the ejector coil, so that even though the thyratron operates the ejector cannot be operated unless the drum is in such a position that a bean should be in front of a photo tube. In other words, the segment of the commutator is divided and placed in the bean position.

It would have been possible to build the equipment so that the photo-electric equipment would operate from the white beans, that is, from the increasing current. But of course it would have been an impracticable design since most of the beans are good, and we would have had operation from the good beans instead of the bad, and the best design is the equipment which operates the least number of times as possible.

EDWARD R. ELWELL
Chairman

MORTON STEINHART
Secretary

Therefore, there is a total number of units installed of one hundred, and those units are grouped into groups of twenty-five. One operator takes care of twenty-five units, and in order to permit that operator to tell at a distance whether the equipment is functioning perfectly or erratically, a light was placed in the ejector circuit so that every time the ejector closed this light would flash on.

In case the hopper becomes plugged and the beans fail to fall onto the drum, the photo-electric equipment will operate from every bean position, since this hole will be there. There will be no bean on it but there will be a hole, and the light reflected from it will be less than from a good bean, so this light will flash on every time a bean position arrives. That will immediately tell the operator that something is wrong, and he can immediately eliminate that error.

Also, if a lamp should burn out of the light head, the light would be less and this equipment would pass currents and that lamp would remain on for a certain length of time until he replaced these lights. So we have taken precaution to build an equipment which is practical and which, from the standpoint of operation, gives the operator a chance to take care of a group of equipment rather than having one operator for each equipment.

As I stated before, the success of this application is not due alone to the electrical equipment. The mechanical equipment has a lot to do with putting these beans in front of the photo-electric tube, and I wish that you could see the mechanical arrangement. It really is astounding to see this little drum come around, put the bean right in front of the photo tube, turn around about three-quarters distance and pick it off. It is a very, very good piece of work. It is built with watch-like precision and is durable and strong enough to withstand the most severe service.

There are perhaps other applications in the canning industry to which photo-electric equipment could be applied. Some of them which occur to me at the moment are the controlling of your lights in your plant automatically by photo-electric equipment, the controlling of the light in your yard, or your signs on top of your building.

With an application of that nature you have control from light which is ideal. The photo-electric tube is more sensitive

to light than the human eye. In controlling interior lighting the photo-electric equipment would turn on the artificial lights when the intensity of the light in the room decreased to a certain value. Then there is another adjustment to turn the lights on again when the intensity of light in the room is above a certain value. That intensity of light in the room would depend upon the external light and the internal light. In other words, the equipment would compensate for the additional illumination due to the artificial light. In the exterior equipment the same would be true if the equipment were mounted. Where the artificial lights were turned on, the light would fall on the photo-electric equipment.

Another type of application is in counting. If you have any object which cannot close the mechanical counting circuit, but which could be passed through a beam of light, this equipment will fit in very well because you simply have an interruption of a beam of light and a magnetic counter registering a count. That could be used for boxes or for cans. It could be used to act as a limit switch on some of your equipment. For instance, if you had a certain number of cans going through and you wanted to know when the end was reached, they are right up close to each other and you could so mount it that when the vacant space appeared, or when the cans passed, you would have an alarm ring.

Another type of application is for automatically opening doors. You may have some trucks that you are running around your plant, and the operator may have to get down from the truck to open the door. Or you may have some girls who are carrying rather large loads, and in opening the doors will have to rest the load on something or have some one else open the door for them. In the application of this equipment to automatic doors, when the person or object passes through, the door interrupts the beam of light and the photo-electric equipment actuates a door-opening mechanism.

There is another type of application, and that is in your gravity conveyors, or your gravity feed. You have in a lot of cases places where cans are dumped into a gravity feed, and sometimes this feed becomes clogged up and you want to know about it before all the cans that have been passed through are used up, in order not to tie up the workmen on the processes following that. In that case it would be possible to install a photo-electric equipment so that in case one can went by a light would interrupt in between; but if the opening between the light and the photo-electric tube became clogged for a certain length of time, the equipment would actuate an alarm.

I think those are briefly some of the possible applications, but you can undoubtedly think of others. I know that the General Electric Company as a whole would be glad to work with you on any application you may have. Although you are not located around Chicago, we have men in all our offices who are famiiar with this type of material.

I want to thank you for giving me the opportunity of telling you about this photo-electric bean sorter, and also to mention a few other applications.

Mr. Elwell resumed the chair.

CHAIRMAN ELWELL: I want to thank very much for the Association the speakers on this subject, which I am sure was a brand new one to most of you here. I do not believe many of us in the industry were aware of what was going on in the practical application of the electric eye to the sorting of beans. I believe you can see from what these gentlemen have said that something can be looked for in the way of even greater efficiency in that operation.

If there are any questions on that subject, with your permission I ask that they be postponed until after the meeting in general because of lack of time.

During the past few years the Association has endeavored to secure for the various section meetings, speakers on subjects connected with sales, advertising and distribution because of the increase in importance of this subject. We are therefore very glad to have with us this morning a speaker who has gone into that subject very intensively, and whose connection has spent thousands of dollars in a very exhaustive trade and consumer analysis of the purchasing and consumption of canned foods. Some one was telling me that he gave this presentation at a luncheon, and after it was over, he realized he had forgotten to eat his luncheon.

That is just an indication of the interest which this subject holds. I am very anxious that all of you hear what that speaker has to say on this subject, and I am very glad to introduce Mr. Jacob A. Emery, of the Curtis Publishing Company, Philadelphia, who will speak on the subject of "General Study of Food Distribution." I might say that this subject will not be covered in any report, being more or less confidential, and it will be available to you only upon personal presentation by Mr. Emery. For that reason it is especially advisable that you hear it personally rather than depend upon any report of the subject.

Mr. Jacob A. Emery gave a resume of the various charts representing the "General Study of Food Distribution."

CHAIRMAN ELWELL: In any event, I am sure that Mr. Emery will be very glad to go into detail in any of the matters covered and give you what further information you may wish. I want to repeat the Association's thanks to Mr. Emery, and only express the regret that more of our membership could not have been here to listen to it.

Has Mr. McCall arrived? Mr. Steinhart, will you make it a point to see Mr. McCall, if you can, and get the names to me of those two men so they can go before the general meeting?

Are there any questions that you would like to ask at the present time on any of the subjects that have come up? If there is none, the meeting will stand as adjourned.

The meeting adjourned at twelve twenty-five o'clock.

Later, the Election resulted in the appointment as Chairman, Morton Stenhart, Otoe Food Products Co., Nebraska City, Nebr., and Secretary, Herbert L. Herrington, Utah Canning Co., Ogden, Utah.

Corn Section

Thursday Morning, January 28th, 1932

THE Corn Section meeting, held in conjunction with the Twenty-fifth Annual Convention of the National Canners Association, January 25-29, 1932, at the Stevens Hotel, Chicago, Illinois, convened at ten o'clock, Mr. H. L. Morris, Blair, Nebraska, presiding.

CHAIRMAN MORRIS: The first thing that we have to do is to appoint a Nominating Committee:

Mr. Neal Mitchell, of Maryland;

Mr. H. Pressing, Ohio;

Mr. E. W. Virden, Iowa.

Gentlemen, we have been asked to hear first the report of the Production Committee. It is the desire of the National Canners Association to get that report passed on as soon as possible. I will ask Mr. Morton Steinhart to present the matter at this time.

MR. MORTON STEINHART: I think that explanation of this matter has been made at several different meetings. (And we will, therefore, not repeat here.)

The motion was put to a vote and carried.

MR. HOWARD ORR: I would like to present a resolution for the consideration of the Corn Section:

"RESOLVED, That the Corn Section of the National Canners Association recommends to the Board of Directors of the National Canners Association that the proposed sliding scale contract for corn be accepted as the mechanical means for squaring production with the consumption figure established by the proposed standing committee on production in conference with the Bureau of Agricultural Economics and the Foodstuffs Division of the Department of Commerce; that the President of the National Canners Association be authorized to appoint one canner for each of the principal corn canning states to serve as a standing committee to perfect the proposed form of contract; that the base figure and the schedule of decline to be used in the operation thereof be based on the maximum amount of information pertinent to corn developed by the proposed National Canners Association Standing Committee on Production in cooperation with the Federal Bureaus; that the committee representing the various corn states be instructed to report the complete details of the contract to the industry not later than March 15, 1932."

The motion was seconded.

CHAIRMAN MORRIS: You have heard the motion gentlemen. Is there any discussion? That is a very important resolution, gentlemen. It should be clear in the minds of all of you. Of course, it is just a recommendation to the Board of Directors of the National Canners Association. This small group could not inflict something upon the whole industry without going before the Board. Are you ready for the question?

The motion was put to a vote and carried.

CHAIRMAN MORRIS: The first subject, that of "Buying Raw Corn on Grade," is one of material interest to all of us; and I think that it is about the only commodity in this day and age that is not bought on some form of grade or quality. The canner pays for the stalks, the smut and the cobs in the old corn, the same as he pays for it in the green corn. In working up this little program to present to you, we are just trying to give you an idea of what has been done, the possibilities of buying on grade, so that you may go back home and work out something for yourself.

We will call on Mr. William E. Lewis, of the Bureau of Agricultural Economics, United States Department of Agriculture. Mr. Lewis.

Mr. Lewis' very fine and important paper will be given in an early issue.

MR. FITCH: May I make an announcement in regard to the commencement of inspection service in Iowa. It will not be without interest to the other canners for the coming year.

Perhaps I had better introduce myself in order that you will get the connection with the rest of what I have to say. I am an Iowa man in the Federal State Inspection Service. I am Secretary of the Iowa State Vegetable Growers Association. We figure that if the canners make some money they will be more glad to divide. We have a state inspector and we have our Federal men.

I am here for the purpose of searching out this thing as to how we best may offer general service to the canners of Iowa in the inspection of corn by grade, if they want to do it before they make their contracts with their growers. I will be at the door after this session closes and I would like to see the Iowa packers. My name is Fitch.

CHAIRMAN MORRIS: Mr. Winter, of Hoopeston, Illinois, will now give us his experience in working out this plan at their plant. (Applause.)

MR. F. L. WINTER (Hoopeston, Illinois): Since the buying of a product on the basis of quality is the only logical method of purchase, it has been felt that the buying of green sweet corn on the basis of grade should be the proper method. In order to secure a foundation for such a buying system, detailed studies were made this past season of each day's delivery of corn from the growers at Hoopeston, Illinois. Usually, a two-bushel sample was taken from each load. This sample was secured from the moving corn while unloading the wagon.

The samples were weighed, husked on mechanical huskers, and the husked corn separated into five classes: whole grain, cream style, hard corn, green corn, damaged corn and culls. The weight of the number of individuals was determined and recorded for each class.

(Chart.) Here is a diagrammatic picture of the sorting. The red lines indicate corn that is going to go out to be thrown away and discarded, and the black lines indicate the corn that is saved. There is a possible question in here concerning green corn. Damaged corn can be saved after taking out the trimmings.

The whole grain corn differed from the cream style mainly in maturity. Each consisted of ears 95 per cent filled with edible kernels, showing no smut or other diseases.

The hard corn consisted of sound ears having kernels too mature for fancy pack, but suitable for extra standard or standard pack. The green corn consisted of sound ears too green to make fancy corn, if packed by itself. The damaged corn consisted of usable but undesirable ears. Such ears might be poorly filled on one side or might show worm injury. Culls include ears unsuitable for canning.

At first, an attempt was made to separate the whole grain, cream style, hard corn, and green corn classes by some mechanical means. This method proved useless. It was found that a man interested in the work could make very efficient separation by means of the eye and the thumb-nail. The great objections to this latter method is that in case of a protest there is no absolute means of settling the dispute. That is a phase, of course, that will have to be worked out.

A check was made on the man grading by one or two other men going over the grades at different times during the day.

Various times during the season the different grades were canned separately and the canned product sampled as a further check on grading. These check-ups showed the original grades to be very accurate.

The matter of obtaining a representative sample of corn from each delivery is a much greater problem than that of grading the husked corn into the proper grades. In many cases, samples taken from the top of the loads differ considerably from those taken from the inner part of the load. It is felt, however, that a sample secured from the inner part of the load at the time it is being unloaded approaches more closely a true, representative sample.

(Chart.) Samples of thirty loads delivered by one grower in one day showed 13.23 per cent variation in the amount of husks, and 5.09 per cent variation in the amount of culls. The extreme per cents were 38.9 high and 21.4 low for husks; and 10.2 high and 2.1 low for culls. The average for these loads was 31.20 per cent for husks and 4.83 per cent for culls.

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Chairman

The probable error for the mean of the thirty loads (the mean is the statistical average) was +.50 or —.50 for husks, and +.30 or —.30 for culls.

This probably means that if the sampling were repeated the chances are even that the new mean or average would lie somewhere between 30.69 per cent for husks and 7.01 per cent for culls.

The thing that I am trying to make clear there is that although we have these marked variations in sampling, nevertheless, the error of the mean or the average for all of those is very low; and if you should repeat the experiment, taking thirty other samples from those thirty loads, you would find this mean by more than .2, or this one by more than .6.

Comparing the even-number loads—that is, we have simply gone through these thirty and picked out 1, 3, 5, and so forth—with the odd number of loads, we obtained 12.5 per cent and 4.64 per cent variations for husks and culls. For the odd loads we obtained 13.2 per cent and 5.13 per cent. These averages are fairly close, but perhaps a larger sample from each load would lower the variation per sample. That is a matter for further investigation, also. In other words, your error here is not entirely due to sampling.

Your load actually varies within itself due to the fact that the corn varies in the field; and naturally as we are moving down through the field, corn that is jerked in one part of the field remains in a certain part of the load. It is not like pouring a tumbler of water in a bucket of water and having the whole thing mix; so the full error there is not entirely due to sampling.

Determining the number of individuals in each class has little or no value as a basis for buying raw corn. This knowledge, however, is of considerable value for determining the proper time for delivery of corn. 5 per cent by weight of green corn is not comparable to 5 per cent by weight of hard corn. Further, 5 per cent by weight means considerable less than 20 by number in determining the proper delivery date. However, 5 per cent by weight may be equal to 20 per cent by number for green corn.

Incidentally, a knowledge of the number of individuals in each class has afforded us a means of determining how efficient our huskers are in husking corn containing various percentages of different classes of corn.

(Chart.) For example, the average weight of an unhusked ear is .6 of a pound. This deals with Country Gentleman corn in this particular case and for this one year. The average number of ears in a ton of corn is 3,333. There is nothing phenomenal about that figure that it happened to be four threes; it so figures out when you divide .6 into the tonnage.

The average weight of a husked cull is .18 of a pound. For each 1 per cent by weight of culls in a gross ton there are 111 culls. This is 3⅓ per cent of the total number of individuals in the load. Our double huskers average slightly less than 6,000 ears per hour per machine. Such a machine will need 200 culls per hour for each 1 per cent of culls by weight in the husked corn. If a day's delivery of 800 tons contained 10 per cent culls, the husking machines are only 66⅔ per cent efficient—that is, a waste of ⅓ of the time for husking culls.

It is impossible to determine what additional costs there are in handling culls. We know that they do necessitate additional sorters and a large disposal system.

That there is considerable variation in the kind of corn delivered by different growers is brought out in the grading. Omitting the test loads, the highest per cent of culls in any delivery was 13.33 and the lowest was .75, with an average of 5 per cent. The highest per cent of culls and shanks was 48.38, and the lowest was 18.10. The highest per cent of damaged corn was 18.10 per cent, and many loads had no damaged corn. The average delivery is slightly less than 60 per cent husked corn.

(Chart.) If we assume that $11.50 per gross ton of raw corn is a fair price to pay, then we are paying the inferior farmer too much and the good farmer too little for their products. We should adjust the price so that each grower will receive an amount in accordance with the quality of his product. The total amount of money paid out to the grower would be the same as under the present flat rate. Thus it appears that the company would not save anything by buying on a grade basis, but instead would be out the cost of sorting. The only thing that would be accomplished is that each grower would receive a price commensurate with the quality of his product.

What effect would this system of buying on grade have in succeeding years? There would be a tendency for each grower to improve the quality of his product, because price is always the most convincing reason for crop improvement. How will the grower improve his crop? By using better tillage methods, the use of legumes in the rotation, and fertilizer where needed, added care in tending the crop, and an added interest in harvesting and delivering the crop.

How will this improvement benefit the canner if the same amount of money is paid out for the raw corn? By reducing the overhead in the factory, by speeding up operations, and by insuring quality corn for the pack.

There appear to be three general ways in which raw sweet corn can be bought on a grade basis:

1. Buy neat, husked corn, deducting husks, culls and trimmings, for a flat rate per ton—for example, $15 per ton for Country Gentlemen.

2. Buy on a flat basis, for prime canning, husked corn and pay a reduced price for usable but undesirable husked corn—for example, $16 a ton for prime husked corn, and $7 a ton for usable but undesirable corn.

3. Buy by paying a premium or making a deduction, as the case may be, for each per cent under or over a fixed per cent of husked corn obtained in a gross ton—for example: basic price of $15 per ton for husked canning corn, said corn to be equal to 60 per cent of the gross, a premium of 15 cents per husked ton to be paid for each per cent in excess of this, or deducted if below.

4. A fourth system might be to pay on a basis of each class as given in my first chart, or Mr. Lewis' first chart. We do not feel that this method is worth while, because it is too complicated and not easily understood by the majority of growers. I mean by that that we pay so much for green, so much for early maturity, so much for advanced maturity, and on down the list. It is a very complicated system, and we do not think that it should be used.

We have here a table, then, that gives the resulting prices for each of the three methods as mentioned above when applied to certain quality corn. We are simply buying net husked corn—husks, culls, and trim deducted. We are paying a price of $16 for prime canning corn, which is absolutely fancy corn, and paying a reduced price, $7 in this case, per ton, husked (these are prices for husked corn), for usable but undesirable corn, which would take in green, trimmed, and damaged corn.

No. 3 pays $15 per ton for husked corn, said husked corn to be 60 per cent of the gross, and then we will pay a premium of 15 cents a husked ton for every per cent in excess of 60, or deduct if below.

I will not read all these figures. This is a flat rate of $9 here per ton. If you should divide this second column by the actual amount of corn that you are obtaining in a ton, you would find that the price is the same in every case. In other words, you are paying exactly the same for each amount of good corn that you are getting out. In this column, if you divide those figures, you will find that you are paying more for the loads being delivered to you which have the least amount of prime canning corn in them. In this case you will find the reverse true.

Each of the systems has some merit. No. 1 is the simplest and easiest to put in operation. No. 2 perhaps is more nearly the ideal sought. No .3 appears to more nearly offset the expense incurred for the kind of corn being run. In other words, this system is the fairest one applied both to the grower and to the canner. This system is in favor of the canner, because the poorer the load the more he deducts, and in deducting that amount he in turn can place it against his overhead for running the poor load.

Many plants in Illinois are now using system No. 1 so that it is only a step to systems No. 2 and No. 3. Nine of fourteen canning plants in Illinois are now using some sort of grade system. These systems vary from paying on a flat rate for husked corn to a sliding scale based on the yield per acre. The majority of canners in Illinois feel that raw corn should be bought on some sort of grade basis. They have gone so far as to appoint a committee for buying corn on a grade basis which will be suitable to all corn canners in Illinois. We feel that this is a decided forward step.

In concluding may we repeat, the grading of raw sweet corn is the most effective means of insuring to the producer of corn superior quality, a price commensurate with the value of the product; and also the grading of raw sweet corn is the most effective means of insuring to the canner a superior quality goods, a raw product suitable for a quality pack, because price is always the most convincing reason for crop improvement.

CHAIRMAN MORRIS: Are there any questions that you would like to ask Mr. Winter? If not, the discussion will be continued by Mr. Gaylord, of Lafayette, Indiana.

MR. F. C. GAYLORD (Lafayette, Indiana): In Indiana we realized that Bill Lewis and Mr. Winter were going to do the technical work; and so we tried to see what information we could get in a simple way, realizing that in Indiana propositions have to be simple if they are to go over with our farmers and canners, and that much of the work that is necessarily complicated has to be done.

In Indiana for the past two years some of our canners have bought No. 1 middling, shucked weight. They seemed to like it very much. We have been pestered a great deal by these canners wanting us to help them in this grading business; but we have steered away from it, because we had one pet grading proposition carrying along that was causing us a lot of trouble and we hesitated about getting into any more until we got part of the other off our shoulders.

Last summer we wanted to get a little more information in regard to this corn proposition; so we went down to three or four of the canners who were buying on a shucked-weight basis. After the official inspector for the factory had graded the load, checked up on the shucked weight, we took the loads and used a simple method of dividing them into No. 1, 2, and cull corn, depending upon what the canners in that community liked for prime corn and what they liked for standard corn.

We were particularly interested to see the relation between the shucked weight and the amount of prime corn that the canners were getting under that arrangement. We took the samples and divided them into prime corn, which we called No. 1, and the No. 2 corn, which would make a standard product, throwing out the corn which was unfit for canning use. We examined about 200 loads at three or four factories througout the season.

I, unfortunately, do not have a chart. The depression has struck us harder in Indiana than it has any place else; so we did not have the money to make a chart. (Laughter.)

After all the results were in, I took these loads and divided them into the loads that ran high in No. 1 corn or prime corn and the loads that ran low in prime corn. I wanted to show our canners that this net-weight or shucked-weight proposition was not as good as they should have, if we could get Mr. Winter and Bill Lewis to work out something better.

The low loads averaged 67 per cent—that is, the No. 1 loads—shucked weight and were paid for upon a basis of 67 per cent; and of these loads 28 per cent were shucks and 5 per cent were culls. In those low No. 1 loads there were 13 per cent prime corn and 54 per cent standard corn, or corn that was fit to use.

The high loads averaged 70 per cent shucked weight, shucks 27 per cent, and culls three per cent against five per cent in the

low loads. The percentage of No. 1 corn or prime corn was 40 per cent against 13 per cent in the low loads and 30 per cent standard corn against 54 per cent in the low loads.

While the shucked weights in both classes were practically the same and the canner paid to the farmer practically the same price per ton, yet there was a great difference in the quality of corn in those two classes. For instance, the corn in the low No. 1 loads averaged only 13 per cent No. 1s, while those in the others averaged 40 per cent. We can readily see that while the farmer in both instances got practically the same price, yet the canner got three times as much prime corn out of the high percentage No. 1 loads as he got out of the low loads.

If the system as Mr. Winter and Bill Lewis are working on could be worked out whereby these farmers could bring in a high percentage of No. 1 corn, that would be to their advantage and to the advantage of the canner.

We also took these same loads and shuffled the figures again, taking the loads that averaged below 70 per cent of shucked weight, and the average of those was 64 per cent; and on the loads that were above 70 per cent, the average was 73 per cent. The shucked loads below 70 per cent averaged 30 per cent shucks, five per cent culls, 26 per cent No. 1s, and 39 per cent No. 2s. The loads above 70 per cent, with an average of 73 per cent, had five per cent less shucks or 25 per cent, two per cent as against five per cent culls, 33 per cent as against 26 per cent No. 1's, and 40 per cent as against 39 per cent No. 2 corn.

There is one problem that has not been brought up here that directly affects this buying of corn on a graded basis, particularly in Indiana; that is, ordering in the corn. If canners contract for more acreage than their factories have capacity for, and they cannot take care of the corn when the corn ought to be taken care of, and they cannot order it in, it is going to be to the great disadvantage certainly of the farmer. For instance, if the field man and the farmer feel that the corn is at the best maturity on such a day, and the acreage is such that the factory cannot use it, the field man will say, "I will bring it in next Monday," trying to stave the farmer off. If any farmer brings the corn in and it is past prime stage, that sort of upsets the grading proposition. It seems to me that we have to work out a system whereby the canner must so regulate his crop that he is going to harvest it so that the farmer and the field man can bring that corn into the factory when it is going to have the highest percentage of prime corn in it. If that could be done, then the grading proposition would work out.

As I looked over the situation last summer, it did seem to me that, with that one exception, the grading of sweet corn was simpler than the grading of tomatoes, because the Lord knows that we get into a lot of trouble in regard to the color when we start to grade tomatoes. I believe that something can be done, and we hope to try out the grading system this summer in Indiana. (Applause.)

CHAIRMAN MORRIS: Our next subject, "The Trend in the Packing of Corn," I do not think it necessary for me to comment upon. This will be handled by Mr. Hallman, of the Research Department of the Continental Can Company. It will be published later.)

CHAIRMAN MORRIS: I know that few of us appreciate just what has been done for the corn canner in regard to sugar for the canner's use. Some of us, however, appreciate it, because we have been caught with some bad sugar. Through the National Canners Association Laboratories, a great many bugs have been worked out of commercial sugars for our use. Our next subject is, "Sugar for Canners' Use," by Dr. W. D. Bigelow. (This paper will be published later.)

CHAIRMAN MORRIS: I do not suppose that there ever was a time in our history when we were so interested in the corn market as today. We have procured a man to talk to us on this subject who has considerable experience every day in buying of the product—Mr. Frank L. Reock, of the Kroger Grocery and Baking Company, Cincinnati, Ohio.

In the course of his talk Mr. Reock said:

"If the Corn Canning Industry is to retain the enviable position which it has occupied in the past, you must inaugurate a program in intensive study of the consumers' needs. Do your present can sizes meet the consumers' needs? Is the No. 2 can (which is the large seller at the present time) exactly what she wants? Have you looked into the problem, or are you just assuming that because the housewife is buying the No. 2 can, that is the size she wants?

"When the housewife goes into a store to buy a can of Corn, what does your label tell her about the contents of the can? She cannot see through the tin plate—she cannot taste the product—so you must place something on the label which will identify in her mind definitely, the grade and kind of merchandise on the inside of the can; in other words, you must establish definite grades and these grades must be clearly and distinctly declared on the label.

"You are all aware of exactly what you are putting into each can of Corn which goes out under your own label, but you assume that the housewife has this knowledge. Let me draw a little parallel with some purchases you gentlemen make in a field with which you are not as familiar as you are with corn packing. For instance, when you go to buy an automobile—how carefully you examine every part of the machine! You must know exactly how fast it will go, how much gasoline it uses per mile, what the oil consumption is, how many cylinders there are, and how many horsepower it will develop. In other words, you pick the automobile to pieces. You do not go into an automobile show room and say "Give me an automobile." Should the housewife be compelled to walk into a grocery store and say "Give me a can of corn"? Perhaps my analogy is a little overdrawn, but if you compare the total the American housewife spends in dollars and cents for food, with the amount which is spent for automobiles, you will see the nation's food problem is far greater than all others.

"You must make your package more attractive, you must study your packaging problems so your merchandise will be in the best condition and have the finest appearance when it reaches the hands of the consumer. You may say that scarred labels or dented cans on the grocery shelf are the fault of the railroad or the merchant who is handling the cases in his warehouse, but regardless of where the blame lies, you must realize the consumer does not want a can of corn which has an unsightly appearance. Every time she passes up a can of corn and buys another canned vegetable, the corn canning industry has suffered to that extent. This means closer inspection in your plants of the kind of labels, the method used in putting them on the can, and the type of packing cases.

"The last thing I want to say is this—I have opened up a number of questions—questions which I cannot answer and questions which can only be answered through the cooperation of each and every canner in the industry. You must not be afraid to tell the other fellow what your stocks of corn are and how much acreage you intend to put out. Don't be afraid to sit down with him and talk over your mutual problems. It is only through this close cooperation, and working together, not as individual canners, but as THE CORN CANNING INDUSTRY as a whole, that your industry is going to survive in this struggle.

"Let me say in conclusion that you do not have a monopoly on your market; your product is in competition with all other food products and an attempt to control the supply and fix prices without meeting the present and studying the consumers' future demands, will result in the backward movement of the corn canning industry. And, the one word I want to say to you in parting is this—LOOK FORWARD, NOT BACKWARD—and remember you must merchandise as well as manufacture."

CHAIRMAN MORRIS: Is there any question that you would like to ask? I wish to thank Mr. Reock very much, indeed.

MR. E. W. VIRDEN (Gilman Canning Company, Grinnell, Iowa): I should like to ask what sizes of cans are going into the larger volume.

MR. REOCK: No. 2.

MR. VIRDEN: Then you think that that would be the most desirable size to use?

MR. REOCK: In volume, although some markets demand a No. 1. My only point in bringing that up was: Are you going deeply enough into the canning industry to see what the consumer really wants? It might be a can between a No. 1 and a No. 2. Of course, that is not for us to say; it is for the canner to say.

MR. VIRDEN: You can determine what the buyer wants better than we can, according to the size volume that you handle.

CHAIRMAN MORRIS: Are there any other questions?

I think that this program would not be complete, in view of what has been said in these addresses, without something relative to the grading of corn. I notice that Mr. Paul Williams, of the United States Department of Agriculture, who has this particular work in charge, is in the room; and I would like to ask Mr. Williams (it has been requested, I will say) to say a few words in regard to his work.

MR. PAUL WILLIAMS: I am very glad to have the opportunity to say a word or two just at this particular time following the very able remarks that have been made by the speaker who has just finished. It is my personal opinion, fellows (and I hope that the few remarks that I can make here will be in the nature of just a little heart-to-heart talk), that

he has sounded a keynote which every corn canner ought to bear carefully in mind in putting up this year's pack.

I know that you have paid a great deal of attention to Mr. Lewis' work in connection with the purchase of raw products and to the other gentlemen who have followed him; but, of course, the thing in which I am particularly interested in seeing is that the corn on the cutout, the finished product, is of a character that will invite the housewife to come back and ask for another can of corn, a can of peas, or a can of tomatoes.

Since the new Canned Foods Grading Service has gotten under way (and it is just barely under way due to the fact that authorization was passed in the last Congress for a Canned Foods Grading Service, a permissive service, which nobody is obliged to use, as it is not mandatory), we have been called upon to grade a great many cans of corn, a great many lots of corn, and thousands of cases of corn; and I have been just a little disturbed, particularly, over the corn situation. Just talking plainly now, I was more than disturbed when, on a certain contract for a government department that wanted a strictly fancy corn, and you would be surprised, at how many different samples we had to grade before we could find that particular quality of corn that they wanted for that contract. I do not know whether that fact has anything to do with the packing of the stocks of corn on hand today, but I merely say to you that it is worth while thinking about.

It seems to me that if there ever was a time that the corn canners could well give attention to the matter of packing a quality pack of corn it is now. I believe that fundamentally you will do well to adopt some scheme of governing the buying of your fresh raw product and only canning the very best corn that you can can. I am a stickler, personally, for quality.

I realize that you men make your money, I think you do at any rate—some of them will dispute this, because where is the money, we do not make any money these days—and I believe that over a period of years you will agree that your money has not been made on the cheap pack, not in the volume pack, but in your good packs of corn. I cannot stress too strongly the necessity of selling merchandise on a graded basis.

The grading service to which your Chairman referred affords the canner of the country, the canner who wants it (nobody is required to use it; if you want to use it it is all right, if you do not it is all right) a certificate of grade determined by disinterested, competent, unbiased Federal graders. These graders are not responsible to any canner, to any canners' association; they are responsible to the government and to the government only.

A fee is collected for that service for each certificate. That certificate, by the way, is admissible in all the courts of the United States as prima facie evdence to all facts set forth therein. If you want the contract to deliver fancy corn or extra standard corn, there have been written already definite descriptions and quality on which these grade certifications are made. The grade will be certified on any lots inspected as of Grade A, B, or C; correspondingly, U. S. Grade Fancy, U. S. Grade Extra Standard, or U. S. Standard or Sub-Standard.

With that certificate of grade you can then go to your trade and say to Mr. Wholesaler or to Reock's organization, "We offer you today 10,000 cases of this grade of corn. We support our deliveries with a Federal certificate of grade." What can he do with it? Every one of his chain store managers can have a copy of that certificate. You are putting some information in the hands of that retailer whom we have long discussed as being not too well informed on the quality of the merchandise and the character of the merchandise that he is selling. You give him some selling talk, some sales arguments, on your product. I honestly believe, fellows, that that little fellow down there has an awful lot to do with the making or the breaking of the canning industry, because, after all is said and done, he is the boy who meets the little girl who comes up and decorates the counter with the money. We must get this little girl in the frame of mind that she is not going to buy just one can of corn because she sees an ad in connection with an advertising campaign, but that she is going to come back. When she comes down and buys that can of corn a demand must be created through the purchase of that can of corn to come back and buy the second can of corn. It is the repeat business that you fellows are after. I may be all wrong, but I think that that is right.

I think that we all should have a document which you can put in the hands of your buyers and he, in turn, can put in the hands of his retail customers or in the hands of the chain store manager to educate his clerks to pass on the information to the point to which you wanted to get the information. There are various ways to do it.

I might say that we have an office established in Chicago to which samples may be sent; it is at 110 North Franklin Street. The grade will be issued immediately upon receipt of the samples. If you have merchandise that has been sold on the basis of Federal grade certificates, you are now permitted to have samples drawn from that merchandise (we have fifty inspectors throughout the country) and forward them to the nearest grading office, and the certificate of grade will be issued upon receipt of the merchandise there.

CHAIRMAN MORRIS: I will now ask for the report of the Committee on Nominations.

MR. NEAL MITCHELL: Mr. Chairman, your committee wishes to offer the following nominations:

Mr. Howard M. Lum, of Hilton, New York, Chairman;
Mr. Hugh Funderburg, of Belvidere, Illinois, Secretary.

CHAIRMAN MORRIS: What is your pleasure, gentlemen?

MR. VIRDEN: I move the adoption of the report, Mr. Chairman.

The motion was duly seconded. put to a vote, and carried.

CHAIRMAN MORRIS: They are so elected.

MR. TOM DYE: I would like to say one word to the corn canners who are here. I think that it is most unfortunate that 90 per cent of them who have attended this convention were not in this meeting and those who were did not stay until it was over.

We came to this convention—I know from my contact with the canners over the country and particularly the corn canners—hoping that some constructive, concrete program would be put up to the canners here with which they could go home. I know from my contact with the boys here that there is the feeling that no such program has come out of this convention, and that there is a feeling that we are possibly going to go back home and face demoralization of this industry.

I want to make an appeal to the few corn canners who are here in this meeting. There is enough of a nucleus from the different states to go home to your respective states and call the corn canners together and instill in these fellows that there has been, in reality, a constructive program started here (it has not come well out into the open as I always think things should) that ultimately is going to help the control and the production of 1932.

I am not one of those who contends or who believes for one single minute that because of financial conditions that we have now that the best are not going to be able to put out a crop. If permissions are going to be lettings, I want to remind you that you will have two acres where you should have had one. I hope that you will educate your canners to buy corn on a production basis rather than on acreage. Had you done that this past year you would not have this serious overproduction. But, men, there is nothing to be gained. I know that there are some who are heartless enough to say, "Well, let these prices go down, let us have demoralization, let them sell corn at 40 cents, we are going to get rid of them." I know that those factories will be running next year and the year after, whether or not someone has lost every dollar of his investment; I know that they will continue to run.

So let us stem the tide of demoralization. The low prices at the present time, around 65 cents for a standard corn, should be the positive minimum, because each and every canner is facing a loss in doing that; and we can distribute more corn if we will maintain a stabilized market than we can possibly distribute if we let the corn market go all to pot, because each buyer will try to buy lower than the other.

There has been a distinct effort to demoralize prices in advance of this convention—telegrams going out from the large distributors of the United States to canners whom they knew were hard up, offering them 52½ cents.

Now, gentlemen, let us stem the tide. Let us get together in the states and hold a stabilized price for what little corn we have, and let us follow out the program that has not been mapped out here entirely and hold down this pack. It is hoped that this will be proposed to you soon enough so that you may know what it is going to be. If I had been constructing it, it would have gone out here right today. (Applause.)

CHAIRMAN MORRIS: Is either Mr. Lum or Mr. Funderburg present? I do not know to whom to turn the office over; so we will just dismiss it.

The meeting adjourned at twelve-thirty o'clock.

Meat Section

Thursday Morning, January 28th, 1932

THE Meat Section meeting, held in conjunction with the Twenty-Fifth Annual Convention of the National Canners Association, January 25-29, 1932, at the Stevens Hotel, Chicago, Illinois, convened at nine-thirty o'clock, Mr. Fred G. Baker, Chicago, presiding.

CHAIRMAN BAKER: Since the last convention and meeting of the Meat Section, the program approved at the last meeting has been advanced as much as circumstances have permitted. Investigations on processing reached a point which indicated the need for work aimed at a solution of some of the fundamental problems that have arisen.

At a meeting of the Technical Committee held last Saturday, plans were laid for this type of work. The report of Dr. Cameron will give you more details. The start has been made on the general standardization program which was approved in principle at the meeting a year ago. Mr. A. W. Brickman, Chairman of the Committee on Standards, will report to you presently.

The third line of work of the Section has to do with quality in canned meats. This topic will be discussed from two points of view by Mr. Carr and Mr. Sampson, and I am sure that you will find their remarks both interesting and timely.

The formal report of the Technical Committee, of which I am ex-officio chairman, will now be presented.

CHAIRMAN BAKER: The Nominating Committee will be composed of the following:

Mr. Kurk, Wilson & Co.
Mr. Newton, Swift & Co.
Mr. Martin, Illinois Meat Co.
Mr. Clair, Republic Food Products Co.

Dr. Cameron will now report in some detail the research on processing of canned meats which has been carried on under his immediate direction during the past year. Dr. Cameron.

Dr. E. J. Cameron, presented the written report and it will be published later.

CHAIRMAN BAKER: On this point, Dr. Moulton, I think you might say a word, if you will.

SECRETARY MOULTON (Chicago): We do not want any member of the Meat Section to get the impression from the type of presentation that Dr. Cameron has just made that there is any detailed information now in the hands of the Technical Committee which we expect to withhold from the membership of the section.

That is not the situation. We have a great deal of detailed information which we feel is of value to our producing members, and it is the intention of the retiring Technical Committee to suggest to your next secretary that the details be taken to each member in person and discussed with him, so that each member will have the same advantage that the companies represented on the Technical Committee have had; namely, of going over the detailed results that had been obtained and getting the benefit of all of the discussions that had been held in committee meetings.

We further think that that type of procedure is the safest for all concerned. There are too many unanswered questions, or new questions, that have arisen in connection with this work to make it safe for all concerned to receive merely in black and white a written report. We want to be able to discuss with you the reasons which we think may enter into differences between three methods of arriving at a cook, and why we think some of these results might be used by member companies in considering, perhaps, a revision of their processes.

Perhaps that is all that I can and should say at this time on this subject; but rest assured that as far as your offices are concerned, immediate contacts will be made after this convention has allowed us to cool down and get normal a bit with each member, and the details will be taken to you.

CHAIRMAN BAKER: Mr. Brickman, Chairman of the Committee of Standardization will now make his report.

Report of the Committee on Standards

By A. W. BRICKMAN
Chicago, Illinois

THE Committee on Standards met with a Committee of the Institute of American Meat Packers on July 23 and September 10, 1931, to discuss the net contents and packaging of dried beef in glass and vinegar pickled products in glass. As a result of these meetings, several conferences, and much correspondence, the Committee adopted standards for the net contents of both types of product as well as for the numbers to be packed in a case. The standards adopted are as follows:

SLICED BEEF IN GLASS

2½ oz.—packed 24 and 48 to the case.
3½ oz.—packed 24 to the case.
5 oz.—packed 12 and 24 to the case.
7 oz.—packed 12 and 24 to the case.
No other sizes of this product are to be packed.

VINEGAR PICKLED PRODUCTS IN GLASS

½ pint, 9 oz. net—packed 12 to the case.
1 pint, 14 oz. net—packed 12 to the case.
1 quart, 28 oz. net—packed 12 to the case.

In addition a 7 oz. net package packed 24 to the case was recognized for the product known variously as tidbits, pork feet cutlets, pork feet slices, etc. It was understood that larger sizes, such as gallons, might be packed if desired.

The Committee has recommended the packing of only short cut lamb tongues and entirely boneless pigs feet products, because it felt that this style of package was one which the consumer buys with the expectation of getting only edible products within the glass container.

The standards named above have been adopted by this Committee and the Committee of the Institute, by all producers in the Institute and in the Meat Section, and in the case of sliced beef, by all producers of moment outside of these organizations, such as Vette & Zuncker, Wagner & Company, J. W. Beardsley, Beech-Nut Packing Company and I. C. Derby Company. These standards are now in effect and are binding on all producers parties to the agreement.

The standards discussed include no product packed in tin. However, the Committee feels that a start has been made and it expects to start further steps forward during the present year. The co-operation of the two larger producers of cans has been enlisted in the making of a further survey of the meat canning industry. It is the Committee's hope that variations in sizes of cans as used in the industry can be eliminated, and also that we possibly can standardize on cans that are now used in other industries. It is expected that some joint recommendations will be forthcoming for the consideration of the Committee and the meat canners.

SECRETARY MOULTON: Perhaps another remark by your Secretary might be in order at this time. I want to be sure that nobody gets the impression that there has been to date unanimous agreement on the qustion of semi-boneless or completely boneless pigs feet. That matter is still in negotiation. If you will recall the wording of Mr. Brickman's report, he said that that was the recommendation of the Committee; and the statements that followed regarding the standards that were in effect referred to the net contents and number of packages in the case for vinegar pickled products in general and for sliced beef, and did not refer to the semi-boneless condition or boneless condition of the pigs feet.

Progress is being made in that respect and we hope within a few weeks to state to all members that our recommendation for the complete boneless condition has been accepted by all the producers.

We might take you into our confidence on another point by saying that the Technical Committee has considered and approved, and the Committee of the Institute has approved, the idea of taking these standards, when they are well in effect, to the Department of Commerce, perhaps, and get their assistance

in calling the trade conference and having these standards adopted by the general trade. That means of course that we will get into such a conference with the chain stores and other agencies with which we do not have direct contact in this organization, thereby assuring ourselves that the standards will ultimately be accepted and be the general trade practice over all the country.

CHAIRMAN BAKER: We shall now turn to that part of our program toward which I think we have all been looking forward, and that is the talk of Mr. H. C. Carr, of Libby, McNeill & Libby. Libby, McNeill & Libby is an important factor in this industry, and Mr. Carr is an important member of that firm. I know he will have something very interesting to say.

MR. H. C. CARR: I am sure there are others who are more competent to talk on this subject than I am. Maybe some of you think it is a habit of mine to talk on this subject, because I usually talk about it when I have a chance to do so. The Secretary, Dr. Moulton, has wished this job onto me, and I am sure the reason that I am giving this paper is more because of the good will he bears me than any particular ability on my part. I will try not to make it too long or to bore you.

I think we all understand that there is no patent on quality or color. If there were we could not have the emblem of the Red Cross. Some friends of Clara Barton, the founder of the Red Cross, told her she ought to get the emblem registered so no other organization could use it. She said, "We cannot do that. We cannot get a patent on the trade mark of Red Cross."

They asked her why. She said, "Because we get our cross from the Lord, and there is no patent on color."

I do not think that we have any brief from the Lord, but certainly there is no patent on color and no patent on quality.

Mr. Carr's paper, entitled "Quality in Canned Meats," will be published later.

CHAIRMAN BAKER: Mr. Carr also mentioned the improvement of the containers. We have with us this morning Mr. Sampson, of the American Can Company, who is going to talk to us on the subject of how to improve the container.

Mr. D. F. Sampson, of the Research Division of the American Can Company, Maywood, Illinois, presented his paper entitled "The Can as a Help in Selling Meat."

MR. C. H. McDOWELL (Foell Packing Company, Chicago): I have not heard anything from these gentlemen who deal in chemistry as to the propriety of removing from the label the words, "After opening the can take the contents out." I believe that the National Canners Association have gone on record to the effect that that should be eliminated.

We are not entirely sold on it. We all know, and have known for a good many years, so far as the can is concerned, that there is no contamination there; but after the can is opened and part of the contents taken out, it is so easy to put that can in the pantry or in the ice box. It is put away and forgotten and probably some weeks after it will come to the front, and the housewife takes it out and finds it contaminated.

I am just wondering whether we should not have a discussion as to the views of the various men present on the elimination of that part of the label at the present time.

CHAIRMAN BAKER: Suppose you all give us your ideas on that subject?

MR. SAMPSON: There is nothing in the can that would react with the meat product, or any other product packed in the tin container, that would cause any food poisoning. From the standpoint of health there is no reason for emptying the contents of the can immediately after opening. The label description or wording that the contents should be emptied from the container immediately after it is opened conveys the impression to the consumer that some dangerous, poisonous product will be produced due to some reaction of the container, and I believe that is the thought that we wish to avoid.

On the other hand there are certain slight disadvantages in leaving your meat product, or any other product, in the container, in that the container is not so convenient to handle in the kitchen as is the usual kitchen utensil.

MR. H. R. SMITH (National Canners Association): Just recently there has been prepared by the National Canners Association a bulletin, which I think is No. 111-A, in which there is a statement about this particular point. We have given this matter great care, and we have tried to express the idea that you have mentioned in such a way that the housewife will not be offended by the insinuation that she is not a perfect housekeeper if she does use the tin can as a kitchen utensil. We have tried to discourage the use of the tin can for a utensil after the can is opened. We mention that as soon as the can is opened the food is exposed to spoilage the same as any other food that is exposed to the air.

We have done just the best that we could in making that statement to try to reconcile these ideas that here is no possibility of danger due to the fact that the product is canned in tin, as well as to discourage the leaving of the food in the can, without implying any negligence on the part of the housewife. I think you will find that the statement will help you in your ideas.

MR. L. M. TOLLMAN (Wilson & Co.): I have watched a good many cans after they have been opened, and I do not believe it is a question of spoilage. I think it is oxidation. I think it is bringing the product in contact with the air that makes those changes which are objectionable. There are some products that are a good deal more subject to oxidation than others, especially after having been canned, and I think that the National Canners Association should move very slowly on that proposition. I experimented with leaving some tomato juice in an open can for twenty-four hours, and there was not a particle of difficulty in seeing where the oxidation of the effects in the tin were taking place. There was not a distinct flavor. Of course when you take the material out of the can it oxidizes, but there is, in my opinion, a reaction in the metal and product in a good many cases which is not a bacteriological spoilage at all but an oxidation spoilage. I think that matter bears a good deal of attention.

MR. SMITH: May I say a word. I certainly agree with Mr. Tollman in that. Take, for example, where salt brine comes in contact with the air it tends to rust quickly. Where canned vegetables, in which salt brine is used, are left in the can there will be a ring caused by rusting around the surface of that liquid that is in contact with the tin. There are many who agree with Mr. Tollman, and it is a problem which we are trying to handle from these various angles to prevent any idea that it is harmful to health. I feel that it is not good housekeeping, but we do not want to tell the housewife that. There is this factor that any acid product, such as tomato juice, which is left in any tin container and exposed to the air will certainly oxidize.

So just which way is the best to handle this complicated question is a matter that requires careful consideration and we should all give it serious attention.

MR. R. W. REEVE (Swift & Co., Chicago): Where the can is lacquered and the contents are acid, would there be an action between the can and the contents forming oxidation?

MR. SAMPSON: There can be action between the acid of the product and the can where the inside of the can is enameled, but the extent of that action varies with the product. With a great many products there is less action when the can is enameled on the inside than when it is not. In the case of some other products the enameling of the inside of the can may promote some localized action where the enamel is fractured by contact.

MR. McDOWELL: If the contents that have not been eaten are taken out of the can and put on the plate, they will be more easily seen and will be consumed, but if they are put in the back somewhere in a can which is opaque they are not seen and consequently are not used right away. Later when they are taken out they are not so appetizing in appearance as if taken off the plate. It is largely a selling problem which will induce the eating of more of these products rather than pushing them back where they will be kept for a rainy day, or perhaps not used at all.

I think we all agree with Mr. Smith that there is little or no contamination, but it is just that question of leaving the food out of sight with the result that the housewife does not use it as soon as she otherwise would if she had put the food in a kitchen utensil for that purpose.

CHAIRMAN BAKER: I think we all feel that the present statement on the tin can does leave a little suspicion that makes it advisable to remove that problem. On the other hand I think we all agree with Mr. McDowell that it would be better to remove the product from the can for the sake of appearance and utility.

MR. SMITH: May I just give an illustration of some of the questions that come to us. A lady wrote in and said she had started to open a can when the telephone rang. She talked for some five minutes and when she came back she had to throw the contents of the can away. She had been instructed that the can must be emptied of its contents immediately after it had been opened. That is an example of some of the extreme cases that come to our attention, and we always try to frame a statement that will calm their fears.

MR. McDOWELL: We might change the legend on the can in such a way that it would not be misleading.

CHAIRMAN BAKER: We have a Technical Committee, gentlemen, and perhaps that is a subject that they should work out this coming year, or as soon as possible. I think

there are some factors there that should be considered. Perhaps in any event we should change that phraseology on the can. Are there any other suggestions?

MR. JOHN CLAIR (Republic Food Products Co., Chicago): I recommend that the subject be submitted to the Technical Committee for their further action, taking up both sides of the question and recommending to the Section their suggestions and recommendations for the best interests of the Meat Section of the Association.

The motion was seconded by Mr. Martin, put to a vote and carried.

MR. JOHN MELCHIOR (Armour & Co., Chicago): I should like to ask Mr. Sampson what process should be used in connection with the lithographed can.

MR. SAMPSON: You mean at what temperature can the lithographed can be processed?

MR. MELCHIOR: How much heat and what length of time?

MR. SAMPSON: I would not set any real limit on it. Some colors are more resistant to the heat than others, and the amount of processing that the label will withstand is somewhat dependent upon the colors used in the label. But I think that we can safely say that a lithographed label can be supplied for any canned meat.

MR. MELCHIOR: I bring that question up because I have done considerable work on lithographed cans and I have found that after you have once passed the boiling point your colors commence to run. For that reason we have discontinued to work on lithographed cans. I think it is a field for a lot of work being done along that line.

MR. SAMPSON: I think if there had been such difficulty it could have been eliminated by taking it up with the manufacturer.

SECRETARY MOULTON: May I, perhaps for the edification of the group here, tell them a little bit about what occurred yesterday afternoon, which is rather pertinent to the two papers that have just been presented by Mr. Carr and Mr. Sampson.

There was a conference of the home economics women and some of the producers of canned foods, dealing with the general question of what the consumer wishes the advertiser to tell her, and in that symposium they discussed more things than advertising. They discussed publicity matter, including the label on the can.

Here are some of the things that home economics women, or housewives, present suggested as might well appear on the can. I think you would be very much interested in some of them. One, of course, was that the net content should appear in large enough letters so it could be easily seen and not hid away as though it was something of which to be ashamed.

That general suggestion was developed further, and it was suggested that all small type matter should be eliminated. The housewife takes it that when it appears in such small type it is something you want to hide, so you put it in small enough letters so she won't be bothered about reading it. She feels that you are insulting her intelligence by putting on that fine print. So they suggest that you do not use any fine print matter whatsoever.

Another thing is that she wants to know more about the real quality of the material in the can. She likes to have the statement appear on the publicity matter, or even on the label, as to the quality.

They also suggested that in addition to the net content that the solid weight be given, and perhaps the number of pieces. The housewife is interested in knowing how many pieces of pineapple she is getting. That would be applicable to your product of Vienna sausage. She wants to know whether there are six or seven pieces in that can, or just how many.

They also suggested that superlatives that are used so much in connection with the label in advertising and publicity matter be eliminated. The housewife is fed up on superlatives. She has been hit so often with superlatives that they no longer produce a favorable reaction. If a reaction is felt by the consumer to the superlative, it is a reaction of disgust and tiresomeness.

Another thing that I thought was very interesting had to do not only with the color advertising but perhaps with some of the labels. The housewives presented this point of view that the consumer who buys the product is not interested, either in the advertising or on the label, in seeing the picture of a waterfall, or a fairy, or any other material of that kind which carries pleasant ideas but perhaps has nothing to do with the product being sold. The reaction of the home-maker in the state of Illinois was definitely taken on that point and it was found that she was very much irritated with that type of thing.

It almost appeared that they were asking to have on the label definite, pertinent facts, put in simple words and readable type, and nothing else.

In contrast with these points of view was the point of view of Dr. Eddy who has charge of the advertising of foods in one of the magazines. He said there was just one purpose in advertising and that was to sell the goods. The man who writes the advertising and prepares the label puts on there the thing which experience has evidently taught him will sell the goods, and sell it at once. That is the first thing—get them to buy a can and separate themselves from money which they do not want to spend for that can of material.

Then, of course, the advertising and publicity matter, perhaps also including the label, should carry with it something which gives you or me, the purchaser of this package, an excuse for having spent that money and an excuse for buying it again. Maybe it is a product that costs a little bit more than you might think you would want to pay for it. Maybe it is a canned meat that you pay a little bit more for than if you bought the meat fresh and cooked it. The argument that carries on the can or in the advertising a justification for the somewhat higher price you may have paid for that canned product, will justify your going back the second time without argument to buy the same product.

For example, you might call to mind what one producer of canned hams has done in the way of showing from his point of view the economy of buying that product that is already boned out and the excess skin and fat removed, making the product already to serve, comparing that with the purchasing of a ham and the real cost to you. Arguments of that kind justify the purchaser paying a little higher price for that canned ham and he will go back and do it again.

Our products, as you all know, have not been included along with some other products in the general program of standard and sub-standard designations. Perhaps we must look somewhat differently upon this problem from some other products, but I thought it would be interesting for you to know that some of these home economics people were thinking so strongly of definite standards concerning the standard and contents and number of pieces being included on the label.

CHAIRMAN BAKER: Thank you, Dr. Moulton.

Gentlemen, this ends our program and I hope you have enjoyed it.

The Section will now go into the executive session for the appointment of officers for the coming year. Will the Nominating Committee please make their report?

MR. MARTIN: The Nominating Committee feel that the work has been so successfully carried on during the past year that it should be continued by Mr. Baker and Dr. Moulton, and they therefore recommend that Mr. Baker be nominated as Chairman and Dr. Moulton as Secretary of the Meat Section for this coming year. I move its adoption.

MR. CARR: I second the motion.

CHAIRMAN BAKER: Are there any nominations from the floor? You have that privilege.

MR. McDOWELL: I move that the nominations be closed and the secretary instructed to cast the unanimous ballot of the Section for the nominees presented.

The motion was seconded and carried.

SECRETARY MOULTON: The Secretary has cast the ballot.

CHAIRMAN BAKER: And I declare the following elected for the coming year: Fred G. Baker, Chairman; and Dr. C. R. Moulton, Secretary. (Applause.)

I guess there is nothing further so, gentlemen, we will adjourn the meeting.

The meeting adjourned at eleven-ten o'clock.

Beet Section

Thursday Morning, January 28th, 1932

THE Beet Section meeting, held in conjunction with the Twenty-Fifth Annual Convention of the National Canners Association, January 25-29, 1932, at the Stevens Hotel, Chicago, Illinois, convened at ten-ten o'clock, Mr. J. E. DeMaster, Brillion, Wisconsin, presiding.

CHAIRMAN DeMASTER: On the Nominating Committee I will appoint Mr. H. H. Hankins, Wm. Laning & Son Company, Bridgeton, New Jersey; Mr. G. T. Farley, Seymour Canning Company, Seymour, Wisconsin; and Mr. Fred E. Hulbert, Saukville Canning Company, Saukville, Wisconsin.

The Chairman's report is listed on the program, but I do not have much to report. The beet canners, as the other sections, of course, find themselves trying hard to get the cost back for beets. We have the figures this morning showing the beet pack for the United States. You will notice that the beet canners did a fairly good job in trying to square production with consumption. It would seem to me that the figures almost speak for themselves and that a going price of beets today hardly seems warranted, but everybody will have to figure that out themselves.

A little later in our program Mr. Rountree will give you a picture of the average cost of canning beets, and if you will just remember some of the figures he has, you will probably have a little clearer picture of what you should do. Of course, in times such as these, values are lost sight of, we appreciate that, but when the price of beets gets down low enough people seem to want beets. I think the figures on this report would indicate that people all over the country are eating beets. The cost of cans, boxes, labels, green produce, and brokerage, 55c, and the actual labor put into beets, without operating your plant, will run somewhere between 60c and 65c. Figures that we have today will hardly warrant dumping beets at 50c and 55c.

It is not for me to say what the industry should do, but it would seem, by analyzing these figures carefully, unnecessary to crowd this pack quite as hard as you perhaps have been crowding it. You have the production figures, and we can thank Mr. Hollingshead of the Department of Commerce for bringing those in to us this morning.

We have been very fortunate indeed, through Miss Atwater of the Home Economics Department, to have been able to get Miss Lita Bane, of the Ladies' Home Journal, Homemaker Department, to talk to us this morning on "As the Homemaker Considers Canned Beets." Miss Bane.

Miss Lita Bane read her prepared paper entitled, "As the Homemaker Considers Canned Beets," and in part said:

The Consumer Considers Canned Beets

By MISS LITA BANE

Ladies' Home Journal, Philadelphia, Pa.

IN order to find out rather specifically what the consumer's buying problems are, we went into the market and bought 15 samples of beets at 8 different grocery stores. Then it seemed to me that rather than try to work out an elaborate score card or use a score card already compiled, it would be most helpful to maintain throughout the role of consumer. Consequently, I made up a very brief score card which I believed would be similar to the kind of score card the household buyer without consciously doing so, would carry in her head. When I had finished it looked like this: Flavor, 50; Texture, 25; Color, 20; Size and Shape, 5. I had the assistance of three other people in making up this score card, and it was rather surprising how closely we agreed in the values we placed upon these different factors. Cost is a constant and has the same weight for all the cans, so we did not include it in the score card but made a note of it in order to see whether price was a guide to quality. Six of us examined the beets independently. Our results are contained in the following table:

Sample No.	Can Size	Price	Grade for Flavor Range	Grade for Flavor Average	Grade for Texture Range	Grade for Texture Average	Grade for Color Range	Grade for Color Average	Grade for Size, Shape Range	Grade for Size, Shape Average	Total Grade Range	Total Grade Average
1	2½	$0.12½	20-40	28	20-25	21	15-20	18	0-5	3	60-87	72
2	1 pt.	.19	25-45	29	20-25	19	15-20	17	2-5	4	65-71	69
3	2	.09	20-40	29	20-25	22	15-20	17	0-5	2	55-75	71
4	2	.15	30-50	43	20-25	24	20	20	5	5	80-100	92
5			10-45	33	10-25	18	18-20	19	0-5	3	45-92	75
6	2	.30	20-40	34	12-25	20	20	20	5	5	70-90	79
7	1 pt.	.25	25-45	37	18-25	20	20	20	5	5	65-90	82
8*			15-40	31	15-22	19	10-12	10	0-5	2	45-79	63
9	2½	.10	15-40	32	15-22	19	10-18	15	0-5	1	50-80	68
10			20-50	33	15-25	21	15-20	18	4-5	4	55-100	79
11	1 qt.	.15	15-40	33	20-25	22	10-16	14	2-5	4	55-88	76
12*19 oz.†		.50	20-45	33	20-25	20	15-20	19	5	5	63 90	78
13*19 oz.†		.30	35-40	38	20-25	22	15-20	18	3-5	4	73-90	82
14*1 lb.		.15-.19	15-40	30	10-22	16	10-15	11	0-5	1	35-71	58
15*			15-45	31	10-20	15	15-20	18	0-5	4	45-85	69

*In glass jars; Sample No. 12, whole beets; No. 13, sliced beets.

†19 oz. approximately the same amount of beets as in No. 2 can.

Fourteen out of the fifteen cans had judgments varying by 40 (20 points) or more with respect to flavor while only 5 cans had judgments varying by 40 (10 or more points) as to texture. In the case of only one can did the judgment vary as much as 40 with respect to color. If we are to draw conclusions from this limited project we might say that what we want in color has been most nearly standardized, what we want in texture next, and what we want in flavor still covers a wide range, and perhaps it should. It presents, however, a problem in trying to let the prospective purchaser know what flavor is in the can she is buying, to make sure she is satisfied with her purchase.

These data indicate, too, that price cannot be counted upon to point out beets that grade high on these points.

For approximately the same quantity of beets, the can receiving the highest grade cost 15 cents; the two cans ranking next lower cost 25 and 30 cents respectively; those ranking next cost 30 cents; and the next ranking cost 50 cents; while the very lowest ranking one of all cost 15 to 19 cents, depending upon the store in which it was bought.

We believe most consumers want a good clear red color, not pale or having a washed-out look; a flavor that is distinctly sweet and free from certain strong or turnip-like flavor; a texture that is firm and tender, not flabby or woody. For appearance only, the size and shape of the various pieces should be fairly uniform. Color, we believe, counts for more in beets than in some other vegetables. Unlike the green colors, red seems to be persistent and can be counted on not to change greatly in cooking at ordinary temperature. And while it presents some problems, it brings its own reward by lending color to an otherwise colorless plate.

Several times in testing the beets the feeling was expressed that the small beets did not have quite such a pleasing flavor as the larger ones, although this was not always true. A rather interesting fact, but one which should not be given too much weight, was the fact that the beets that received the highest general score were the brand which our Advertising Research department reported sometime ago as being the most largely consumed, in their study of the consumption of canned goods. Of course, these manufacturers may can more beets, I do not know, but the fact is rather interesting at any rate.

CHAIRMAN DeMASTER: We thank you most heartily, Miss Bane, for the time you have given this subject, and I am sure the beet canners are in position to know even better than before what the consumer expects. It is a real job to work out the details as to how to tell the consumer all these facts, but with the program the National Canner is outlining now, I think we are on the right road.

I should like to divert from the program for just a moment. Mr. T. E. Dye has distributed some figures on canned corn. I know that there are a great many of us who honestly differ on the value of statistics; but, personally, I can not conceive of the canning industry without any statistics at all or even with a much more limited supply of them. I can not help but feel, from the different meetings I have attended and from our own experience, that if the Beet Section today knew what stocks of beets were moving, or what the supply was by the month, it would be of real value to us.

We appreciate these figures from the Department of Commerce, but here it is the end of January and most of us finished packing beets in the latter part of October. Mr. Dye has said that if it were the desire of the Beet Section, he would try to collect the figures on beets, the same as are being distributed for corn canners and on the same basis as corn canners are paying, which is today a tenth of one cent per case. It would seem that for this slight cost it would be well worth while to have these figures. I should be very glad to hear from the members as a whole, as to whether they think it would be worth while for the Beet Section to recommend to its members the compilation of beet statistics monthly as to stocks on hand, shipments, and so forth, in the same way we are getting them on corn from Mr. Dye, and whether they would give him the figures accordingly. Personally, I think it would be worth while.

MR. H. H. HANKINS (Wm. Laning & Son Company, Bridgeton, New Jersey): I think it would be a good thing, providing you could get cooperation from everybody to send in his figures of the packing, and also what has been shipped during the different months. Of course, in the East we are a little different from you people who are farther West. I am in the state of New Jersey, and our beets are packed the first week in July, and most of our beets are sold before some of you fellows begin packing. That is where we have the edge on you. I think these figures would be a very great advantage, and I would be glad to cooperate. We have very good records of other food products, and I think it would be an advantage to the beet packer.

CHAIRMAN DeMASTER: It probably would not be possible to get reports from everybody, but remember when these figures are compiled they always give you the number of canners reporting. Our experience has been that the other fellow's business is not so different from our own; in other words, your averages do work out pretty well. John Kraemer, what do you think about it?

MR. JOHN KRAEMER (Templeton, Wisconsin): I think that if we could have such a service it would certainly put us in a much stronger position than we are now. As I recall it, there are twenty-eight states packing beets, and, of course, a few states are packing a greater percentage of them. But you have always found in the last few years that the reason the tomato situation has been weaker than either corn or peas is because of the fact they are spread over a greater territory and have so many small units that were not in any organization and that they could not chart very well. Those fellows made information uncertain. It is equally true that when they think there is a scarcity pending the tomato situation will jump faster skyward than will beets or corn, because of the fact that we know more about the movement of them. If you analyze this report you will see our pack this year was 55% of last year. On that basis we ought to be in a much stronger position than we are, so far as the market is concerned. But, of course, we do not know the carryover and that makes information an uncertain factor. If we knew this, we would know pretty well where we stood.

I do not know whether it is true of any other canners, but we find that beets the past month have moved in about 200% greater ratio than they have in the closing months of the year. Now, if that goes good, it means that our stocks will be pretty well cut into in another sixty days, which should make for some market stability. But we do not know what the carryover is, we do not know how they moved since the pack, and those are important factors. That brings us right back to where I started, that our situation is weak because we do not know how we stand, and the pea situation is strong because we do know where we stand; the crop situation is strengthening and the tomato situation is strengthening because the tomatoes are at least being cleaned up pretty well.

I think such a service as Mr. Dye has would do us a lot of good.

CHAIRMAN DeMASTER: The gentleman who said he has his beets all packed in July and had them sold before we started packing, probably feels a little different about some of these beets. We are spread over a lot of territory and we have our own state figures, but they do not help us enough; they are very, very valuable, but these figures we have this morning to me are quite surprising.

MR. G. B. ROLLINS (Hart, Michigan): I think such figures would be very valuable to our company. As is true with corn, tomatoes, cherries, the more information you get from the whole territory is much more valuable than perhaps your state figures. As Mr. Kraemer said, the reason we know of these conditions on some commodities is just on account of these figures, and I do not know why it would not be possible to obtain these figures for beets the same as they do in other sections. I think we would all be willing to cooperate.

CHAIRMAN DeMASTER: The cost would certainly be slight as compared to the value if you want to make use of it. If a man packs 20,000 cases of beets, the cost would be $20. I think it certainly would be well worth while.

If you think it would be all right, gentlemen, we would be glad to have the Beet Section recommend to its members such a proposition and ask Mr. Dye to work on it. He has given me his assurance that he would do so; the machinery is all set up to go, and the cost is very slight according to the value of it.

MR. JOHN KRAEMER: There are present this morning only about thirty canners, and there are 280 throughout the country; so you have only about ten per cent here. The problem is to sell this idea to the rest of them. Even if this group would go forth, you would have to have the consent of the rest of the members, and I do not suppose Mr. Dye will do that unless we enlist the support of these different canners.

CHAIRMAN DeMASTER: I think he would be willing.

MR. JOHN KRAEMER: I move that this section favor reporting service similar to the corn reporting service, and that Mr. Dye be instructed to get this service for us.

CHAIRMAN DeMASTER: I am just wondering if we could make that a little more definite. Could we have someone from the Beet Section give Mr. Dye some support in that?

MR. ARTHUR KRAEMER: I amend that motion to the effect that a committee be appointed to work with Mr. Dye.

The motion as amended was duly seconded.

CHAIRMAN DeMASTER: The committee will perhaps be the new Executives of the Beet Section and they can recommend to other members the compilation of Beet figures, the same as are now being used on corn, to be gathered by Mr. Dye accordingly.

The motion was put to a vote and carried.

CHAIRMAN DeMASTER: We are very fortunate in having Mr. A. E. Stevenson here this morning to give us his valuable experience in the processing of canning varieties of red beets.

Mr. A. E. Stevenson read his prepared paper entitled "Processing of Canning Varieties of Red Beets," and it will be published later.

CHAIRMAN DeMASTER: The next address we have on the program is "Analysis of the Cost of Canning Beets as Compared with Other Vegetables," by Mr. Rountree of Chicago. This information is very valuable to us, and since many of our other products are not in shape to carry their excess cost, so to speak, canning beets will probably have to take their share.

Mr. George V. Rountree read his prepared paper entitled "Analysis of the Cost of Canning Beets as Compared with Other Vegetables." This paper will appear later.

CHAIRMAN DeMASTER: Dr. Brown of the Ohio Experiment Station came in a little while ago and said that he had some information he would like to give us on beets which he thought would be of some real value.

DR. H. D. BROWN (Ohio Experiment Station): About ten years ago Roy Magruder, of the Experiment Station, started some beet breeding work at the request of the Ohio beet packers; and after ten years of breeding he has developed a beet which I want to call to your attention this morning. In the judgment of several experiment station workers in Ohio and Pennsylvania, and in the judgment of a number of canners, this beet is superior to any which is now on the market. You can get a report of the method of breeding and so on, in the January-February 1932 bulletin of the Ohio Agricultural Experiment Station.

The main thing which Mr. Magruder was after (and by the way, Mr. Magruder is now with the U. S. Department of Agriculture) was color. In order to bring out the color of the beet I brought a number of these beets with me. I have cut them and after the session is over, or I can pass them around, you can look at them. Of course, these beets have been standing around in storage for some time. These beets, by the way, are mother beets, and these beets, of course, will not be used for seed stock, but other beets in the same lot will be used.

I want to point out some of the disadvantages of these beets. First of all, this tap root is a little too large, and some of the beets are not quite round enough. Most canners want a round beet, because when they put it into the mechanical peeling machine or skinning machine you want to remove all the skins, and if it is not round you have to have peelers to help. Furthermore, I think that a round beet looks better. So we are still continuing breeding work in order to get a round beet and one which has a smaller tap root.

I want to make one statement, and that is, the Ohio Experiment Station does not sell seed. We have not found that practical, and in this instance we have turned the stock supply over to a commercial seed man, J. M. Lupton & Son, at Mattituck, Long Island, New York. This company will have a supply of seed according to this report in the bulletin. I just wanted to call this beet to your attention, and I think it is worthy of a trial. We are still continuing to improve upon this beet.

CHAIRMAN DeMASTER: We will now have the report of the Nominating Committee.

MR. HANKINS: The Nominating Committee wishes to report the name of R. E. Chittenden, Newark, New York, for Chairman, and Mr. King Weeman, Shawano, Wisconsin, for Secretary. I move the adoption of this report.

MR. JOHN KRAEMER: I second the motion.

The motion was put to a vote and carried.

CHAIRMAN DeMASTER: In connection with this thought of getting beet figures, I should be glad to communicate with Mr. Chittenden. If you think it advisable, I would suggest that we ask the Executive Section to act as a committee to try to get our members to work with Mr. Dye. I would be glad to work with the Wisconsin canners. Mr. Hankins, would you be willing to write letters to help Mr. Chittenden support this movement?

MR. HANKINS: I will be glad to.

CHAIRMAN DeMASTER: If there is nothing further the meeting will adjourn.

The meeting adjourned at eleven-forty-five o'clock.

Apple Products Section

Thursday Morning, January 28th, 1932

THE Apple Products Section meeting, held in conjunction with the Twenty-Fifth Annual Convention of the National Canners Association, January 25-29, 1932, at the Stevens Hotel, Chicago, Illinois, convened at ten o'clock, Mr. B. E. Maling, Hillsboro, Oregon, presiding.

CHAIRMAN MALING: Gentlemen, we will come to order.

Mr. Knouse, our Secretary, is unable to be here. He wrote me that Mr. Burkhart would represent him. I am usurping the authority to assume that Mr. Knouse meant that Mr. Burkhart would also act as Secretary. Unless there is some objection, he will do so.

The first order is the minutes of the last meeting. We haven't them; therefore we will dispense with their reading.

The next order is the report of the Nominating Committee on nominations. Mr. Burns is Chairman of that Committee.

MR. BURNS: The Committee has met and selected for Chairman Mr. M. E. Knouse of Peach Glen, Pa., and for Secretary, Mr. J. C. Richenderfer, Everson, Washington.

CHAIRMAN MALING: Does that close the nominations? Are there any other nominations?

Motion made that nominations be closed and the Secretary cast the unanimous ballot of the Section for the nominees. Motion carried.

We are now going to have an address on "Canned Apples vs. Fresh Apples for Pie Making," by Prof. E. H. Wiegand who has been with the Oregon Agricultural College at Corvallis for a good many years, now on a temporary leave, and with the C. & H. Sugar Refinery Company at San Francisco.

PROF. WIEGAND: Mr. Chairman and Gentlemen: Usually in giving a talk of this kind it is better to make it extemporaneous; but in view of the fact that coming to a national convention where records should be made of proceedings of each meeting, it seems more desirable to read my talk, I believe that is the best manner in which to carry on this little discussion as far as I am concerned this morning. Reading it will also keep me in line with the subject which I want to discuss briefly.

Prof. Wiegand read his prepared paper entitled "Canned Apples vs. Fresh Apples for Pies."

Prof. Wiegand explained the new method of keeping peeled and canned apples saying:

"In the last two years, a competitor has entered the field in the form of fresh fruit preserved by the addition of a small quantity of sulphur dioxide. Already the output of this new product has reached such proportions as to affect the canned apple market. Although no definite figures are available to indicate to just what extent is this effect, it is probably safe to say that sales of the canned pack have fallen off about 25 per cent along the Pacific Coast. A good portion of this business has swung over to the fresh apple, while no doubt some of the loss can be attributed to the current depression. Eastern markets have suffered likewise and will likely feel the influence of this new product more as additional selling agencies enter the field."

In some experiments the usual "solid packed" apples rated low, and Prof. Wiegand said:

"This little experiment, while not conclusive, points out advantages in favor of syrup packing. This fact should not be overlooked by the packer. It will be noticed that in these experiments the fresh sulphured apple ranked along with the solid pack apple. If the packer is going to meet this competition, he will be forced to improve his product. If he will put his attention on the quality in the can, rather than quantity, he will be in a better position to overcome the competition.

"After judging the results of these experiments, it would seem that the packer could profitably pack his fruit in sugar syrup rather than water."

CHAIRMAN MALING: The next speaker is going to give us a paper on "Production and Trade in Canned Applies." Mr. R. S. Hollingshead, Assistant Chief of the Foodstuffs Division of the U. S. Department of Commerce, Washington, D. C.

Mr. R. S. Hollingshead read his paper, showing the extent of the canned apple business with this table:

PACK OF APPLES BY CAN SIZES

	1927 Cases	%	1929 Cases	%
No. 1	.....	....	220	....
No. 2	13,249	.46	890	.03
No. 2½	39,702	1.35	41,438	1.15
No. 3	5,657	.19	9,363	.26
No. 10	2,880,423	98.00	3,540,318	98.55
Special	.....	....	82	....
20 oz. or under, glass	.....	....	240	.01
Over 20 oz., glass	.....	....	.....	....
Total	2,939,031	100.00	3,592,551	100.00

CHAIRMAN MALING: Thank you, Mr. Hollingshead.

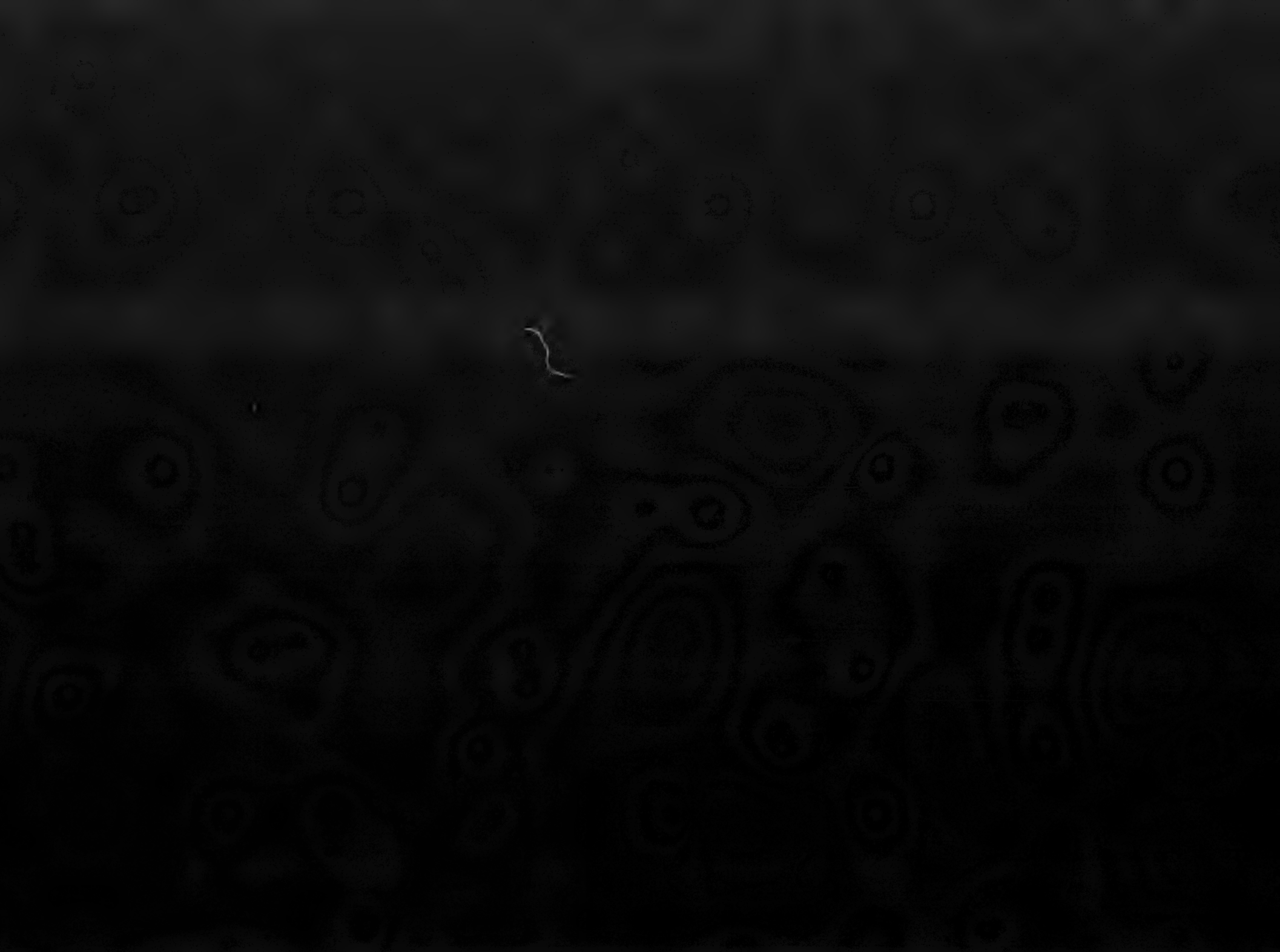
Our next speaker's paper is on "Buying Apples on Government Grades." Mr. Knouse, of Peach Glen, Pa., prepared the paper, but he was unable to be with us today and has asked that Mr. Burthart read the paper for him.

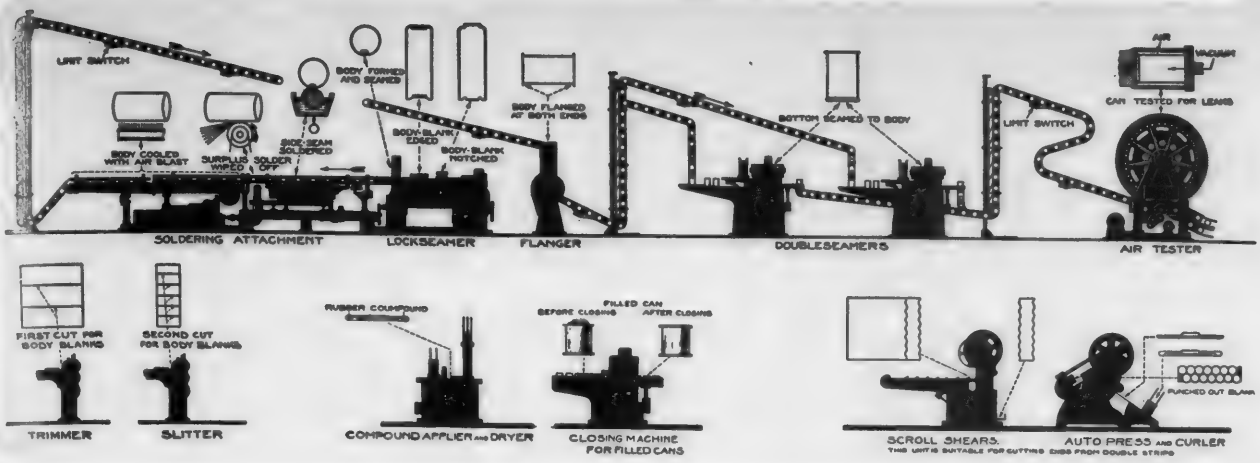
MR. BURTHART: Mr. Chairman, we have listened for some time to the manufacturing end of our industry, which has been quite interesting.

According to Mr. Hollingshead (and I believe he has dealt with facts) there is a vast undeveloped field in our industry. That is in the home. We come now to the other end of our business, the buying of the raw material, which is very vital and probably more so than we realize, because unless we exercise considerable caution in this field we will not be able to produce the product we have been speaking of to go into the home and into the pies.

I exceedingly regret that Mr. Knouse was unable to be here. Questions may arise in your mind as to the buying of apples under Federal grading which I will not be able to answer.

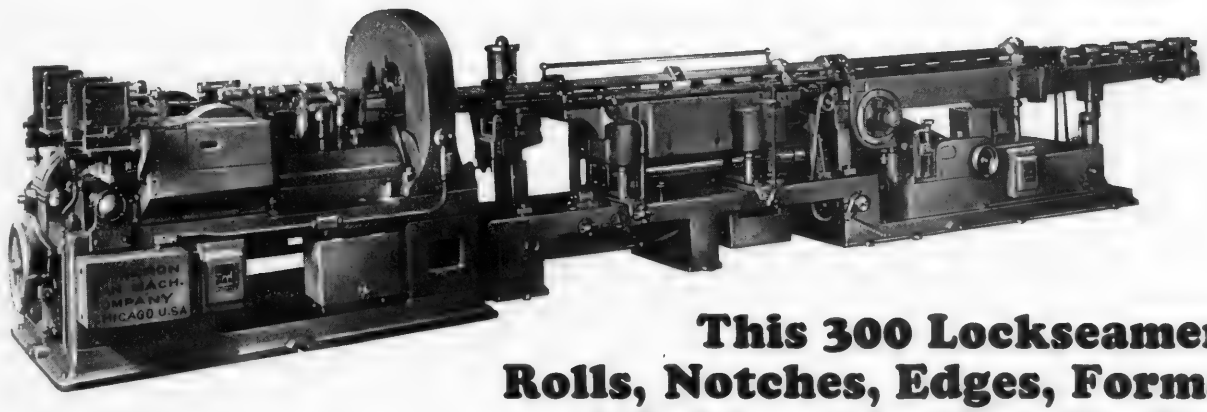
CHAIRMAN MALING: I assume that there are some in the room who would like to ask questions of some of the speakers. I also notice that Prof. Wiegand has samples here; Victor Filenus is running around with some, and possibly he'd like to





Cameron Automatic Line

Producing 300 Sanitary Cans Per Minute



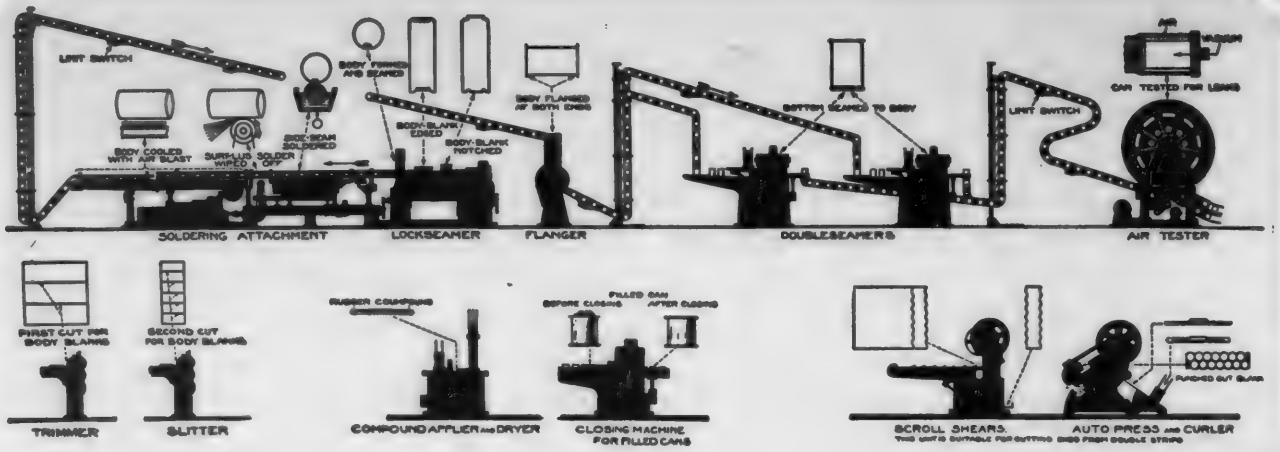
This 300 Lockseamer Rolls, Notches, Edges, Forms and Solders the Can-Bodies

NUMBER TWO SANITARY CANS ARE MADE ON OUR HIGH SPEED LINE AT THE FOLLOWING COST PER THOUSAND:

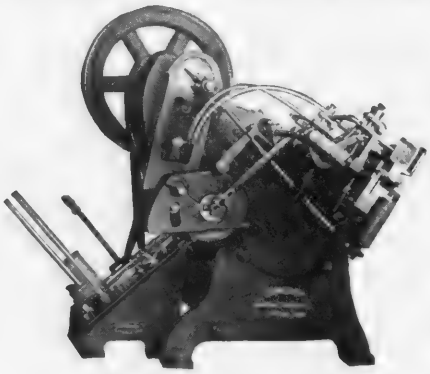
Tin-Plate, Solder, Flux, Compound, Power and Gas	$12.63
Direct and Indirect Labor, Overhead and Interest	1.81
Total Cost Per Thousand, Based on Tin-Plate $4.50 F. O. B. Pittsburgh	14.44

Cameron Can Machinery Co.

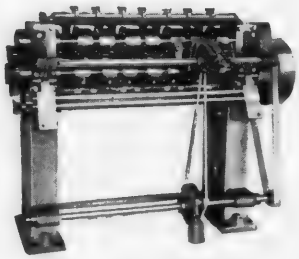
240 N. Ashland Ave. -:- -:- CHICAGO, U. S. A.



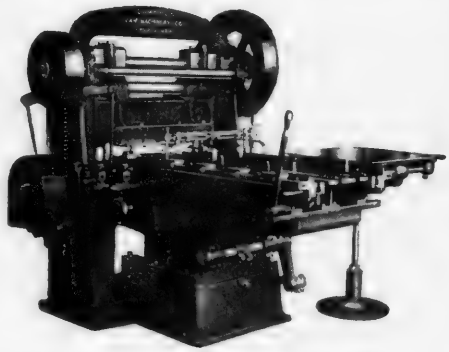
CAMERON AUTOMATIC LINE—300 CANS PER MINUTE



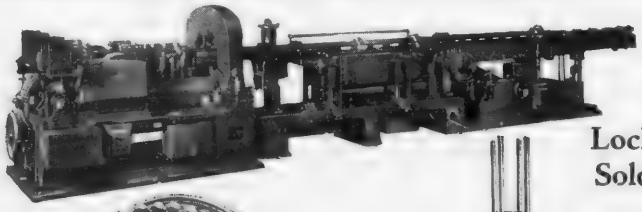
No. 248
Automatic Press with Curler



No. 166
Slitter with
Grinder Attached



No. 240—Scroll Shears



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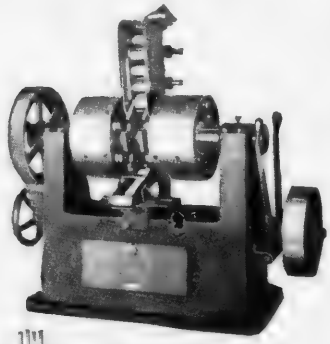
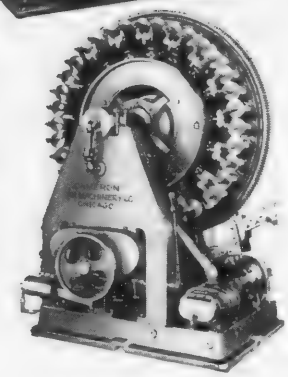
Lock Seamer with
Soldering Device



No. 249—Flanger



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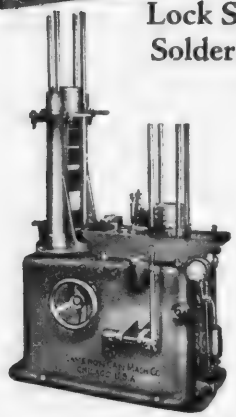
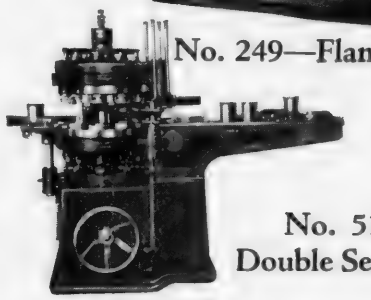
Air and Vacuum Tester



No. 19
Compound Applier
and Dryer



No. 51
Double Seamer

No. 51—Closing Machine

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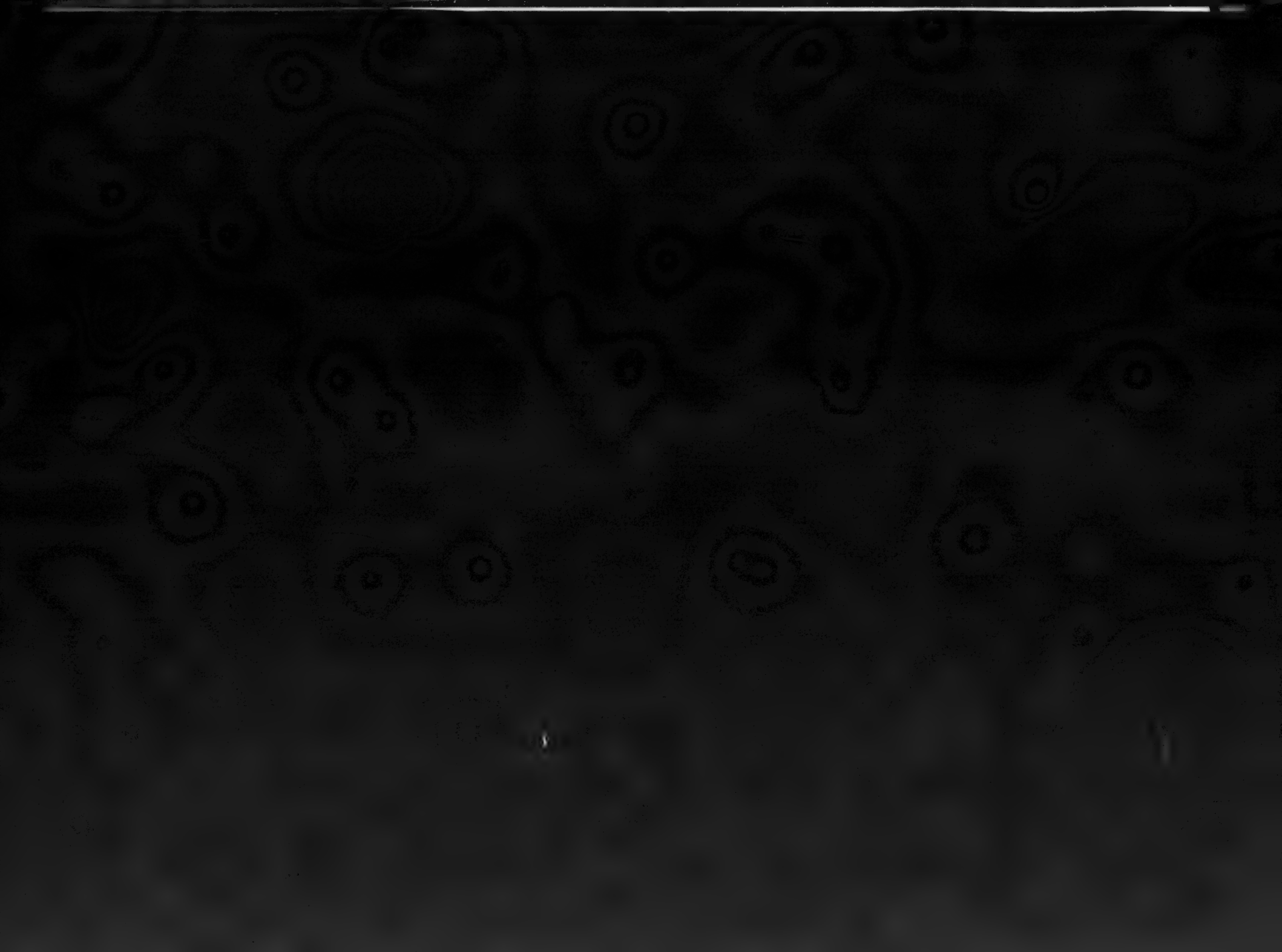

show his. Mr. Burkhart brought in a couple of pies which I think he'd like to show. Mr. Coons has some frozen apples and I dug up a can of Russian packed apples.

We will give the floor to you, Prof. Wiegand.

DR. E. F. KOHMAN: I wonder if I'd be permitted to make a few remarks in connection with Prof. Wiegand's remarks? I think he touched upon some very important things and I want to commend him on what he said. I just want to add a little to one or two of his remarks.

In the first place, in connection with that soaking process, let's go back into history a little bit. That soaking process was developed, I believe, before the so-called solid pack. It was developed for a specific purpose: To prevent darkening of the apples in processing and to prevent corrosion in the can. It was absolutely necessary for that type of a pack.

Since then the solid pack has come into common use. I don't believe it is so necessary for the solid pack, and to get data on that we made an experimental pack this Fall. It happened to be in the factory of a man who was particularly sold on the soaking process. I don't believe he is here or I'd call on him.

We put up another pack in which no soaking was employed —merely a salt dip to prevent temporary darkening—and when we opened those in comparison with his regular pack, right off the bat he said, "These look better. They taste better. They are better than my regular pack."

Our purpose in making that pack was to see whether they would tend to cause excessive corrosion, develop hydrogen springers too soon, and for that purpose we have to hold the pack. In that soaking process the apples consume the oxygen within their tissue. In the steaming process that is necessary for the solid pack, you drive out that oxygen (at least a large portion of it) and I believe sufficiently to prevent any undue corrosion.

However, that should be followed, and anyone who would undertake to experiment along that line should be careful not to make too large packs before he checks up on that point. We did get a very much better pack without that prolonged soaking period.

There is another thing that is involved in that soaking period that Prof. Wiegand mentioned, and that is flavor. He spoke of leaching out some of the apple. It is deeper seated than that. In connection with some of our other work we have shown that when a vegetable or fruit is denied its normal oxygen requirement as you are denying it to that apple under the salt solution, abnormal reactions take place and abnormal by-products are formed and therefore abnormal flavors develop in addition to this leaching out that Prof. Wiegand mentioned.

I think, therefore, it would be very desirable for all of you to work along those lines and see what you can make out of it. I just want to give you our experience.

Then in connection with adding syrup to apples, I haven't any sugar to sell and I haven't arranged yet with Prof. Wiegand what my commissions are to be; I've gotten a breakfast out of him since I've been here and maybe I can get a little more—but in practically all fruits, sugar added at the time of canning, in the form of syrup, has a stabilizing effect on the flavor and I think there are some fundamental chemical reasons for that.

And I don't believe that apples are any different from any other fruit in that respect! I certainly agree with Prof. Wiegand, even if I don't get any commission, that that is a thing that is well worth while looking into. Sugar has to be added eventually. I believe the canner can add it to better advantage than the pie baker.

Then in regard to the sulfur dioxide, I'd like to speak of the consumer. I think it is an outrage to the consumer to have this product foisted on the public without their knowing it, and I believe somebody ought to take steps to prevent that. I think if a manufacturer adds sulfur dioxide to his product for interstate shipment, he'd have to say so. Is it good ethics, to say the least, to foist that kind of thing on the consuming public without their knowing it and calling it fresh apples? They are not fresh apples; they are preserved apples when they have sulfur dioxide used in connection with them.

MR. COONS (Rochester, N. Y.): I agree with Dr. Kohman and Mr. Wiegand in regard to soaking of apples. We have packed thousands of dozens of apples and soaked them and we had flavor, as the trade will tell you. I am speaking now of apples on a commercial scale.

In the first place, I think—going back a good many years, as Dr. Kohman said—it all depends on how much apple you get into the can. If you are putting five and a quarter pounds of apple in a can, you have to have liquid to cook it. If you put six pounds and a quarter of apple in a can, which is all you can get in a can, then the center of the piece (which this organization has never taken into consideration) is not cooked. 160 degrees of temperature in the center of the can doesn't mean a thing on six pounds and a quarter of apples.

It is the center of the piece that is important because we have placed in a can six and a quarter pounds of apple (this is the long twenty-four hour soaked apple) and it had flavor when it went in and it had it when it came out.

We have placed six and a quarter pounds of apple in the can. At sealing time it was 160 degrees of heat. It went through a continuous cooker for eighteen minutes and in blowing that can to test it with a thermometer, it was 155 degrees.

What happened in that can? Equalization temperature was 120 degrees of heat and the outside of the piece was 200 degrees of heat, and it fooled the canner.

With a proper process, six pounds and a quarter of apple can be placed in the can without cooking, after it has been sterilized in the process, and have color and flavor.

I will tell you where your flavor leaves the apple. Not in the soaking process. It leaves it in the steaming process, when it is steamed for eighteen minutes. Why wouldn't it? Flavor goes with the air, and the air goes out.

It then goes in the can and a pint of water is stuck in there to cook it. Why wouldn't it take some of the flavor out? We have weighed our apples that went into the soak tank and weighed them when they came out, and there isn't one ounce of difference in weight. We have also weighed apples before they went into a steam exhaust and they lose two or three pounds. What happens? Where do the two or three pounds go? It goes out with the flavor; that's where it goes.

I say that it is time that this Association got down to a solid pack can of apples. I'd like to know what the definition of a solid pack can of apples is! The people in the Northwest say they have a solid pack and they put five and a quarter pounds of apple in the can. People in New York State say they have a solid pack and they put five and a quarter or five and a half. The National Fruit Products Company puts in six and a quarter pounds of apple. They call it a solid pack.

O. K. They have the trade in the Chicago district, I understand. Why? And they have an enormous trade throughout the country. Because a buyer is getting a full can of apples!

The canner says, "Well, we don't get paid for it." A certain canner said to me, "What's the matter with this can of apples, Coons?"

I said, "It's all right if you had a half pound more apple in it."

He said, "Well, they won't pay me for it."

We've got to get away from that theory. We first have to make a successful can of apples that has flavor and color. There is a way of doing it, because we pack thousands of dozens and they are sold throughout the country to the best buyers—not to the poorest buyers, not to the cheap baker, but to the best buyers. Why not follow that? You can have it for nothing. We will show you how to do it.

I am not here to sell process. There is nothing in it for me, but I am here to see if the canned apple can't get forward.

I know all about the sulfur dioxide apple and the frozen apple. I want to say a word on frozen apples. We have a wonderful frozen apple. No preservative is put into the apple. It makes a wonderful pie. But here is the thing against the frozen apple. Let's not kid ourselves about it. Several cars were frozen this year. Understand, this is under the same process, soaked apples, soaked twenty-four hours. It goes into shipment. It is shipped, for instance, to a baker and he does not use it in three or four days. It sours. We say it is the same as a fresh apple and it should be used the same as a fresh apple. In other words, it is too delicate.

I said last year in an article in one of the magazines that frozen apples would go over big. They would, there's no question about it, if it didn't go through a broker's and a jobber's hands. By the time it gets down to where it is used, there is a wide open chance for the jobber to say it arrived soft or it arrived decayed and he wants an allowance on it. Perhaps he won't receive it and you have to put it in cold storage, to save it so that it doesn't go bad.

With canned apples it makes no difference. It can stay there a month if he rejects it.

Frozen apples are a costly proposition and won't go across. Sulfur dioxide apples won't go across, either. Show me one who has made any money on sulfur dioxide apples. I know where there are some failures, and a lot.

A man told me he had packed three hundred thousand bushels of apples. I said, "You haven't got enough machines up there, Mr. Ragan, to pack three hundred thousand bushels." You probably mean thirty thousand," and he said yes, it was thirty thousand. It's a promotion scheme, that's what it is. As a matter of fact, I am going to say this right here to this Association.

The proposition has been presented to me to consolidate the machinery people together and put this sulfur dioxide frozen apple over and charge the canners a certain per cent for a pound or per can royalty, or whatever you want to call it. I replied that I wasn't interested in such a scheme. I am not interested in any deal that ties up the canner to buy my stuff, or lease it. I should have said they wanted to lease the machines on a royalty basis.

There is money back of that proposition and if they put it across it is going to hurt the canner and the canned apple because if you sell sulfur dioxide—no, I can't say that, either, because sulfur dioxide will never go across no matter how much money is back of it, but it is at the present time back of it and we ought to kill it in this room. It should be killed in this room right now. Sulfur dioxide apples should be off the market.

To get back to canned apples, I would like Mr. Wiegand or Mr. Kohman to tell me where the flavor leaves the apple in the process of soaking. We have taken it up with Dr. Spayne who is a chemist who knows salt, and Dr. Spayne says no flavor leaves the apple during that time. No air leaves the apple. There is no bubble on any of the tanks you might soak over night. The apple floats. Certainly it floats, but it would float, anyway. No air is taken out of it. It is taken out in the processes that follow.

Sugar removes flavor. Why does it remove flavor? Anything that kills the tart taste removes flavor. There is a chemical change when sugar is added. I have never seen an apple pie made yet with a syrup apple that had a tart taste or a delicious apple taste. The taste I want when I eat a piece of pie is an apple taste, and sugar doesn't do it.

I tell you, gentlemen, you will have to soak your apples and run them through a hot solution for three or four minutes, probably 170 degrees. Why? To get the center of the piece up to the heat that will take the sterilization temperature of boiling water for a half minute. You put it into a can and you haven't got to cook it after that, and you haven't got to put any water in after that.

Where is it that any flavor leaves there?

CHAIRMAN MALING: I am going to ask Prof. Wiegand to give us a little rebuttal on this.

PROF. WIEGAND: I don't know as I want to give any rebuttal on it. I might say, in respect to the flavor of apples, in view of the fact that Mr. Coons brought it up, that he is right in one respect; but still flavor in any fruit is associated directly with its acid content. Soaking in any solution will remove acid; and, consequently, the diminishing of the acid content of fruit partially dissipates the flavor.

He brought up the question of adding sugar. It wasn't so much a question of the sugar as the fact that in the leaching process the sugar as well as the acid is removed, and the acid is the major part that affects the flavor.

I think that is the only part that I care to discuss in connection with Mr. Coons' discussion.

MR. COONS: I'd like him to say one more thing. It all depends on when the apple is picked and put into the can. Two months will ruin an apple in the ordinary atmospheric condition, and a whale of a lot of apples put into cans are held out in storage along the line. I think Mr. Burkhart will agree with me on that.

I have found that apples that have been picked today and canned today had a delicious flavor, and the apples handled six weeks after that from the same lot had no flavor.

All that enters into the problem.

PROF. WIEGAND: I want to ask the gentleman to go back a little bit in history and read up some articles that appeared years and years ago with reference to the making of champagne. That is aside from the subject of canning apples; but, nevertheless, the development of aroma in apples is an aging process, just as much as there is a process of aging in the manufacture of wine, and that is the way they obtained their wines in the early days, from apples in France.

You will agree with me when you realize the fact that the storage of apples brings on this characteristic of aroma in apples. I think that you can safely say that in most cases apples are not stored over a prolonged period before they are canned. They may be stored for a limited time but they are picked in such a condition of ripeness that the real ripening characteristic hasn't developed to its final state before the apple begins to go into the can,—before it begins to break down.

I think that is an important consideration in that connection.

CHAIRMAN MALING: Dr. Kohman, would you like an opportunity to add anything?

DR. KOHMAN: I have nothing more to say. I have said my say.

Canned apples. apple pies, etc., were exhibited and at this point the formal meeting adjourned.

National Food Brokers Association

Sunday Evening, January 24th, 1932

THE Twenty-Ninth Annaul meeting of the National Food Brokers Association convened at 8.00 o'clock, Sunday evening, January 24, 1932, in the North Ball Room of The Stevens, Chicago, Illinois, President Samuel T. Millar, of San Francisco, presiding.

PRESIDENT MILLAR: You understand, gentlemen, that this is a closed meeting, and if there are any in the room that are not members in good standing of the National Food Brokers Association, or bona fide employees of members, I will ask that they please retire.

(And we will, therefore, not record any of it, except one address which presents a feature which all should know. Members of the Association will, of course, receive the full account in pamphlet form as published by the Association.—Editor.)

PRESIDENT MILLAR: Gentlemen, we are very fortunate, indeed, to have with us tonight a member of the committee from the Pacific Canned Salmon Brokers Association, who has indeed a very interesting report, or rather fact, to present to you, and it is my pleasure at this time to introduce to you Colonel Richard Bell-Irving, of Vancouver, whom I shall ask to take the platform and address you.

Address of Colonel Richard Bell-Irving

I BELIEVE it is quite a unique privilege to be permitted to encroach upon a meeting of the National Food Brokers Association, for one who is not a member at the moment. As your President and Secretary have both said, the question upon which I am going to speak, I believe at the end of my remarks, you will agree is of the very utmost importance. When I arrived here this morning I did not expect to have this extreme privilege. Little did I expect a machine of this sort in front of me, and God knows where my voice is carrying at the moment, but it does not much matter.

PRESIDENT MILLAR: Not outside of this room.

COLONEL BELL-IRVING: That is splendid. This is like a pulpit here where I can put the few notes I hurriedly prepared, having been asked about an hour ago to address you. This is my bodyguard here. I dared not face this music without a bodyguard, and I hope you won't mind their coming along with me.

Just why I have been asked to address you I am not quite clear yet. I believe I am the only outsider, having come from Vancouver, and that may be it, but as some of you know, I am directly interested in operations on the American side through the Fidalgo Island Packing Company, and I think that perhaps might qualify me to say these few words.

Let us review the past and present conditions. I don't think that the brokers here gathered are in any peculiar position in that respect. I think we have all suffered tremendously in the last two or two and one-half years. All industries have suffered, and there is one hue and cry today, it seems to me, and that is what the devil can we do to right the present wrongs. It is in all industries, and the first industry that makes the step in the right direction is going to come out on top and get the undivided support not only of you gentlemen but of the trade whom you depend upon for your livelihood, as well.

This question we were discussing today, as presented by the Pacific Canned Salmon Brokers Association, was to try to standardize the method of selling by agreeing upon a code of ethics. That, I think, is a fairly good name for the few

regulations or the agreement we have drawn up and agreed upon amongst ourselves. During the last several years it is unfortunately a fact that with conditions becoming more and more depressed, the evils or the evil practices of some of us, and of some of you gentlemen, have grown more and more, until we are both down in the mud. Your livelihood depends to a very large extent not only on the salmon, I know, but so far as salmon is concerned, your livelihood does depend on our livelihood, and if we are able to put our own house in order and get the salmon canning industry back on its feet, you in turn are going to profit by our efforts. We can do a certain amount, but we cannot do all that is necessary, and the brokers on the Pacific Coast who handle salmon have come in shoulder to shoulder with us in drawing up this code of ethics, and have agreed to it, and at a meeting today we appealed to your executives to put this picture to you, hoping that you in turn would put your shoulders to the wheel as well, so that we would all, the operating and selling staffs of the entire industry, work as one man.

Now, that is the main idea. I think perhaps the most outstanding recommendation we have made is that everybody, no matter what we may have been paying in the past—I am speaking now as a packer—that all brokers on the ground, what we call local brokers, should get two and a half per cent commission, and nothing more. The coast brokers, or what we call primary brokers, sell for packers. Some of them represent a great many packers and are in business as brokers. They get from the packers five per cent. They have been passing on to the trade, or to their field brokers, or what you call local brokers, more than two and a half per cent of their brokerage, and it is a perncious practice that has grown to considerable proportions. We have suggested that rate of brokerage should be uniform throughout, that they must not pass on more than two and a half per cent. If they do they forfeit their membership in our Association at the Coast. The Association, incidentally, of brokers out there, coupled with the new organization that has been formed of the Pacific Salmon Sales Corporation, which embraces some very large companies, Deming & Gould, Skinner & Eddy, Northwestern, and a great many in Bellingham, about two and a half million cases of salmon, they, with the brokers out there, who represent another thirty per cent of the whole, are a very large proportion of the entire industry, and anyone who does not play the game will forfeit his membership in our Association, and will then have to turn for his livelihood to the few tag ends outside.

It would be folly to attempt any control of prices. That is not the idea at all; prices are not entering into the thing. You have a Sherman Act in this country which prohibits control of prices, so there is no attempt in that direction at all.

I shall not dwell any more on the details of this scheme, because your executives here have copies of our recommendations, or code of ethics, which your Secretary, no doubt, when I am finished and we retire out that door, will discuss with you in detail, as we did with them this afternoon.

Now, this scheme of ours cannot possibly meet with success without the entire cooperation of all interests, packers, coast brokers, and brokers in the field. Common sense must prevail. It is hopeless to attempt it unless common sense is allowed to prevail. Cooperation between all is absolutely essential. If the scheme is sound fundamentally, as we believe it is—and I believe you will agree it is later—it can be put through. Where there is a will there is always a way. The disciplinary action to which I refer of losing your right as a member of our Association is of the utmost importance. Any scheme that is started, whether it be in an Association of this sort or anything else, falls to the ground unless the rules and regulations as laid out are rigidly enforced.

Let me tell you of just a side indication of what I mean. I was talking to a broker this afternoon whom I met for the first time, and he put this to me. He said, "I am president of a golf club. Things were not going very well there; members were over-stepping their privileges, and we decided to take action. We brought in very strict regulations as to the rules of that club. One was that we didn't mind what they did so long as they behaved as ladies and gentlemen should." He said that one source of trouble was drinking. To his surprise and disappointment his very closest friend was the very first one to infringe that rule. The rule was that they were to be suspended for sixty days if they broke that rule. He had no option if in the first place he was sincere in putting in those regulations but to warn his best friend that he was suspended for sixty days. That action was taken. There was a great uproar; the members pleaded with him not to do this; this was a very prominent man in the club, and everything else, an influential man, but the president stuck to his guns, and that man was suspended for sixty days. And word came back to the president from the one who had been suspended, "For God's sake, stick to your guns," and the president remained firm. And what was the result? Immediately the rest of the members respected that decision, and the discipline that was being inculcated into that club, and things righted from that moment.

Now, the same things apply in our problem here. Three years ago your executives came out to the coast and put to us the very scheme we have now considered and adopted. I take it they were authorized by you gentlemen here, at possibly one of the annual meetings, to come to us and request us, for your sake, to put our house in order. They were told at that time—they came to see the Brokers Association—and they were told at that time the Brokers Association did not control a sufficient proportion of the pack to enable us to act. Since that time the Brokers Association has been strengthened by the addition of such members as Skinner & Eddy, Deming & Gould, and several others. And now we have the formation of this Salmon Sales Corporation, which is a sales organization, and incidentally is now a member of our Association, that is,

JULIUS ORMAND
President Elect
National Food Brokers Association

the Pacific Canned Salmon Brokers Association. We are therefore in a very different position today from what we were three years ago when your executives came out to the coast. And we are merely advocating today what you requested us—as I say, I take it that it was you that requested us through your executives—to put into force three years ago.

We are absolutely convinced that it will be to your benefit. The one essential thing today is stability. For God's sake, give it stability. That is what the trade tell me, and I am sure you agree with that. With stability what will happen? Immediately your trade would start buying with confidence, you immediately would be getting orders—at least we hope so—with less effort, and your remuneration would be enhanced with the gradual rise in prices that would take place with that confidence restored.

Another platform, you might say, of the Sales Corporation that has been formed is to have a say in the production, controlling the production annually to a reasonable basis, to a figure which the market can reasonably absorb. Some years there may be a larger pack than perhaps the market can take, but with orderly marketing that surplus can quite well be carried over into another year, and you and the trade here would not be pestered and worried by the fact there is an enormous surplus one year and a short pack the next year.

In the case of one packer out there, he told me only yesterday, "For four years I lost money, and then I made $125,000 out of a 170,000 case pack." It is all wrong—the whole thing is wrong. He goes and spends all his profits that year, and then has to pay back a lot of those profits in the next three years in losses. Surely it is much better for you, as it is for us, to have an ordinary, reasonable profit each year. That can be done under proper control.

This move of ours, gentlemen—as I said at the very beginning, all industries, or almost all industries at the moment are in a more or less chaotic state. We believe we are on the right road. We are making a definite step forward in the right direction. I feel confident from the remarks that we have heard that all other industries are watching, just watching our every action, and would welcome and will welcome if you get behind us here today, gentlemen, and help us to put this thing over. All industry will take their hats off to us and follow suit. By saying "all industry," I refer particularly to those other canned foods industries or other industries with whom you gentlemen here are associated, because they are all, or a very great many of them, in a very bad way. All they want is a leader. Let the canned salmon industry and the brokers behind it make that leader, and you will all benefit in consequence.

Now, there is another very important aspect to this whole thing, and that is the banking standpoint. Like in other industries, the banks are virtually owners of the industry, or a great portion of the industry. Is that right? We all have our money in that industry, and we want to get it out or we want to get interest on our investment. At the present moment—I cannot speak for myself in this way, but I know some feel rather shaky, the banks have them with a strangle hold, and the banks don't want that strangle hold because they know if conditions are not righted they will have to take over that industry and sell it out at a sacrifice price and lose a tremendous amount of money. They also should, and I feel satisfied do, welcome this step in that direction.

You may wonder why I appear to be so interested in this thing. There was a meeting on Wednesday a week in Seattle, and I couldn't get over from Vancouver. A representative from our office in Seattle attended the meeting but hadn't the power to agree then and there to this code of ethics, and until today my company had not agreed to it. I come of Scotch parentage, and if time will permit, Mr. President, I will just tell you a story. There were two Scotchmen drifting around out of sight of land—had been wrecked four or five days before—food was running short, a storm was brewing, and the raft was showing signs of breaking up. One said to the other, "Come on, Sandy, you better get on your knees and pray to the Lord to forgive us." Finally Sandy got on his knees and said, "Dear Lord, we have been terrible scamps in our lives, we have been mischief makers, and have been sinners for a great many years in our lives, but Lord, if you just save us once, we will never, never——'

"Hold on, Sandy, there is land in sight, dinna commit yourself." (Laughter.)

Gentlemen, that was my attitude—I did not know enough to commit myself until the meeting today. An agreement is only worth what the men in it are. We give our word, and our word is our bond, and therefore I wouldn't go into it until I had heard more about it. I was so impressed at that meeting today, it is so important, that I made up my mind right then and there that I would say yes, and I did say yes, and I have already told some of our representatives, and others that perhaps are here and whom I haven't yet had the pleasure of seeing, I will tell in due course. You are all going to be on a two and a half per cent basis, and you are going to like it. You won't like it at first, but it will apply to the whole industry. I made up my mind right then and there, and that is why I am here speaking to you now, I am so sincere this is a move in the right direction for the benefit of all that I am here at this moment.

I am here, as I said in the beginning, as a unique privilege, not being a member of your organization. My company was a member at one time and, Mr. Secretary and Mr. President, if you will permit me, I am going out of this room a member. (Applause.)

I don't say that, gentlemen, to get a few claps, and I don't say it to join your organization to see you do play the game as we have asked you to play it here today, but because I am so earnest and sincere in this movement. My dear old dad, whom some of you may have known, left us in February last. He had been forty-one years in the industry. He left behind him, while our company has not been a very large one, it has been quite an important factor in the industry, in the history of the salmon industry, because of two things, quality and integrity. Now, he left such a wonderful record it is an inspiration to us all, and particularly to me—and that is another reason, gentlemen, why I am here tonight.

I do pray that when your executives review to you the details of this scheme we have that you will unanimously approve of it, and that we may take that message back to the coast. Gentlemen, God help you and us if we cannot help ourselves.

PRESIDENT MILLAR: Colonel Bell-Irving, on behalf of this Association I want to thank you for this message you have brought to us, and I want to say at this time to you and to your committee of the Pacific Canned Salmon Brokers Association, that knowing what I do of your code of ethics, and also understanding that this code of ethics is not only as most codes of ethics seem to be at times, but is rather an agreement with teeth in it, the violation of which would cause the expulsion of your members, I feel quite positive that at this time, after we have gone into the matter further and explained your code of ethics to our membership, that I can assure you of our most hearty cooperation and support.

SECRETARY FISHBACK: I really feel as if my report should quote one or two paragraphs from the code of business practice, or code of ethics of the Pacific Canned Salmon Brokers Association, and with the permission of the President I think I will do that. I will just read one or two of the paragraphs. They define brokerage as follows:

"Brokerage is a prescribed rate of remuneration for services rendered in getting buyer and seller together in full consummation of a sale.

"Payment of brokerage by members of this Association to domestic field brokers is payable only when sale has been fully completed as contracted for, including shipment, payment for and acceptance of goods."

Then they go on to describe the rate of brokerage:

"Brokerage is earned and therefore payable under any guise or form only to brokers performing services as such, and it shall be deemed a violation of these Rules for the Conduct of Business for any member or members of this Association to pay brokerage directly or indirectly to any individual buyer, buying organization or buyers' representative whose organization, as wholesalers, jobbers, or chain stores, distributed Canned Salmon within the continental limits of the United States"—— (Applause.)

SECRETARY FISHBACK: You did not let me finish.

"If the right of any concern to receive brokerage be in question or doubt, status of the same is to be determined by a joint committee of this Association and National Food Brokers Association."

Further they say, "The members of this Association shall deal with such packers of Canned Salmon operating in Alaska and/or Puget Sound who market their output in accordance with the Rules of Conduct of Domestic Business of this Association."

A complete copy of these rules of conduct will eventually be mailed to our members, with undoubtedly some recommendations from the Executive Committee. Colonel Bell-Irving said their code of ethics had teeth in it. From the discussion that went around the room this afternoon when our committee met with their committee, I tell you, gentlemen, it is all wrong to say that that code of ethics has teeth in it—men, it has fangs in it. And they make it work.

PRESIDENT MILLAR: Mr. Leck, did you have a matter you wanted to take up this evening? I think you will all be interested in this.

MR. LECK: I came out from Los Angeles the other day—I am with Kelley-Clarke at Los Angeles—Leck is my name—without the remotest idea I was going to make any sort of talk, but I got to shooting off my bazoo too much at some other boys on the train, and I gave notice to an idea some of the other fellows thought was worth at least putting up, and as a result I have been asked to get up here and say a word to you.

If a manufacturer comes to me with an account he wants to put over, he comes to me because of the fact of the prestige of the organization—or, in the case of any other broker—I am just speaking individually—the same thing applies to all of you. The prestige of the organization is worth money to him, and he knows damn good and well for the first year or two we will put ten or twenty dollars in that account in actual money spent in time for every dollar we take out of it. Now, unfortunately, there is not a thing in any of the line-ups any broker has as far as I know, that will prohibit Mr. Manufacturer, after you have done a lot of work for him, after you have put his account over, after he has made use of your prestige, and so forth, coming along and, figuratively speaking, doing the same thing that that highwayman did when he stuck a six-gun in my ribs. My thought on it is this: When I take my time, and I spend my money, and I put in my thought and the prestige of my organization to put over a new account, that business is mine and not the manufacturer's. Now, the average manufacturer does not look at it that way. You can do a damn fine job for him—and a lot of the fellows here in the audience have had that experience.

Haven't we, as brokers, an equity in every account that we build that we ought to in some way be able to cash in on? My thought on it is this: If at the time we take on an account we are not so damn anxious to get that account that we overlook the possibilities of selling the manufacturer the fact that he needs us a damn sight worse than we need him, I think we can work up a form of contract we can get that baby to sign, something along this line: If at any time in the future he decides to come in when we have developed the account to a basis where it pays ten, twelve or fourteen thousand dollars —those are the dangerous accounts—not the little five or six thousand dollar accounts—that fellow cannot afford to open his mouth by the time we have developed it up to ten, twelve, fourteen or twenty thousand dollars, and that baby comes in and wants to put in his own office, make him pay us for the equity we have in that account. My suggestion on it was—it might not work out—how would it be if we tried to work out some kind of uniform contract we could spring on somebody that wants to turn an account over to us, along this line: If you decide at any time in the future you want to take this account away from us you are to respect the equity that we have in that account to the extent of valuing it at the gross brokerage that you have paid us for the previous two years on that account.

Now, I believe if a manufacturer who might want to open his own office were faced with the necessity of paying his broker twenty, thirty or forty thousand dollars for the privilege of opening that office, and for the privilege of giving the broker a kick in the pants, he would think a hell of a long time before he did it. I haven't, unfortunately, a good enough command of the King's English to permit my putting this thing over to you the way I really feel in my own bones, but I feel every broker is a sucker when he takes on an account and goes out and works his shirt off on it without any assurance that he is going to retain that account, or that he will get any compensation at all at any time in the future when Mr. Manufacturer decides to take the account away from him. I just want to give this to you as something to think about. I hope there are some of the boys in the audience that feel the same way as I do about this. It is entirely probable if you do you will be able to crystallize this thing into some definite form whereby ten years from now we won't all be going through the same thing we are going through now, when every manufacturer is trying to save every dime he can and hasn't the slightest hesitancy in cutting us off.

If as a result of this little message I have endeavored to get over to you, you fellows are able to crystallize this thing into some definite form, some concrete form, that will protect the equity that every broker has in every account that he works, I will be happy. Thank you.

MR. H. C. FAULKNER: My only reason for rising is, I think the Secretary's office has possibly the best contract that was ever drawn. It has passed through the hands of at least six reputable firms of attorneys, and I think if the Secretary can dig that out for anybody that wants to use it, he would be quite willing to supply him a copy of it. You have such a copy, have you not, Paul?

SECRETARY FISHBACK: I think so, yes.

After much discussion, the meeting adjoured to reconvene at 10 A. M., Monday, January 25, 1932.

Monday Morning Session, January 25, 1932

THE meeting convened at 10 o'clock, President Millar presiding, and was first addressed by Vice-President C. L. Keaton, of the American Wholesale Grocers Association, and then by Mr. Carl H. Schlapp, President of the National Wholesale Grocers Association.

Mr. Schlapp opened his address: "For a great many years now the National Food Brokers' Association and the National Wholesale Grocers' Association have been working side by side in their efforts to promote good fellowship and better and more economical mechandising. Although there have been many changes in the business world in the past generation, these cordial relationships have persisted and I am delighted, as the present President of the National Wholesale Grocers' Association, to extend to you the congratulations of our Association and to wish you continued success in your efforts."

PRESIDENT MILLAR: Willis, haven't you something for the good of the order?

MR. WILLIS W. JOHNSON: Mr. President, in our executive meetings we have had some conversation with regard to consignments. The Executive Committee may push me down on this. A lot of brokers have their own warehouses. I really believe we could solve all of our troubles if it were possible for the canners, refiners and manufacturers to discontinue consignments. I don't know how it is in some of your markets, but there are markets where if the warehouse jobber has sprung up, he can come over and get ten bags of sugar at the same price as the man that buys six hundred bags, and it therefore interferes with the business man, the large jobber who is a real business man and knows what he is doing.

And we have these other jobbers, where mama and papa and son run the business, and if they make $150, all three of them, they are satisfied.

I really believe if something could be done to discontinue consignments, and get back on the old level—manufacturer to broker to jobber—it would be better. I would like to hear what reaction the members get on that.

PRESIDENT MILLAR: Will some of you gentlemen who have consignments in your market give us the benefit of your ideas?

MR. ALBERT MERRILL: In large markets I can see where consignments may be a detriment to you, but in a market like Salt Lake the warehouse practically controls the market, for

SAMUEL T. MILLAR
Retiring President
Naiional Food Brokers Association

the reason the other fellows cannot make up their cars, and if you haven't a place to take care of consigned stock you are out of luck. We have a number of fellows that carry consigned stock, like Welch's Grape Juice, and other nationally advertised line. We sell all we can out of the car and put the balance in the warehouse, and supply the jobbers at a slight charge over the carload price. We force them to take all they can at the carload price, and afterwards take care of them until we make up another pool car.

MR. W. L. LEFEW: If we want to get more members in this Association I think it would be a wonderful suggestion on our part to the manufacturers that they eliminate consignments, because there are a good many so-called brokers that would be delighted with the idea. I am referring to the speculative broker, the merchandising broker. There are lots of them that would be tickled to death to pay the initiation fee and the dues and probably then some if we would recommend that the consignments be eliminated. I think we have got to have consignments to compete with that class of so-called broker.

MR. JOSEPH H. KLINE: It seems to me it is a matter for the manufacturer. A carload buyer should not be penalized to the extent of having L. C. L. buyers participate in a product at the same price. It seems to me there ought to be an added price on sugar to the fellow who orders it from the warehouse. It is a matter this Association could recommend to the Sugar Institute to regulate. It is a matter of their troubles, and it is their expense in carrying this extra consignment, and making smaller deliveries to a man at the same price they charge him for a straight carload. It seems to me it is unfair to the carload buyer to have competitors in his market who are able

to buy a few bags on consignment from time to time, if they want it. It seems to me the Institute should take the matter up.

Mr. J. Walter Tyer, President of the National Association of Retail Grocers, was then introduced and brought greetings.

PRESIDENT MILLAR: Mr. Tyer, we thank you very much for your message to us, and I think you have hit upon the right spirit in your message. We thank you for the invitation to cooperate with you. Gentlemen, I notice Mr. Paul S. Willis, President of the Associated Grocery Manufacturers of America, is in the room. We will ask that he come forward, please.

MR. PAUL S. WILLIS: It is a real pleasure to be here this morning to bring to you as President of the Associated Grocery Manufacturers of America their greetings and the best of wishes. It is also equally a great pleasure, and a new pleasure for me, to appear before you as a group of brokers. In all my business career of about twenty years, all of my merchandising experience has been through the channels of distribution of the merchandise broker. I have always felt—I do so now, and perhaps more so than ever—that the merchandise broker is a very strong and economical channel for distribution to the food industry."

MR. H. C. FAULKNER: Would this be an opportune time to bring up the question discussed last night about contract?

PRESIDENT MILLAR: I think so.

MR. FAULKNER: Last night Mr. Leck from California brought up the question of the advisability of having a contract with the principal, and it may have appeared from what I said that I was on the opposite side of the fence. The contrary is true—I was quite in sympathy and accord with his viewpoint, but as the work for many years in trying to draw up a contract that would be equitable to both sides had not been very successful, I simply said what I did in order to save time.

After discussion of the matter with Mr. Leck, I find I did not get his thought correctly. His thought principally was in making a new contract with a prospective principal, where it might involve some years of building up work on the part of the broker, it would be advisable for both parties that a contract be drawn covering a period of years, and I think you will agree that might be a wise thing to consider, and for the benefit of the members not acquainted with the old contract fight we had, or attempt to draw a contract, the Secretary has in his file a contract that has been used by one or two firms in the country with rather outstanding success. It is somewhat lengthy. Possibly your own legal adviser may pick some flaws in it, but it has passed some of the prominent commercial law firms in the country, and I think if anybody is interested in following Mr. Leck's idea, if they get a copy of this contract from Paul's office it will at least be a working base, and probably from that contract you can draw up something that will not only be a protection for the broker, and the efforts you put in during the building years, but a contract the principal will think is very fair. I don't know whether you want to put that in the way of a resolution. The matter has been well considered by your Presidents and Executive Committees. I found out I rather gummed up the works by speaking somewhat against it last night.

MR. WARD GOODLOE: I move a committee of three be appointed for the purpose of studying the question of contract. In other words, the duty of that committee would be to keep on the job in endeavoring to find out the best methods of approaching the question, and not only that, but the best type of contract. It would be more the idea of an educational department for the brokers who are interested in the question of contract. There has been a lot said inside and outside the Association. There have been some contracts that have been wonderfully successful, but I still think there is considerable meat in the thing, if we would give it some study.

PRESIDENT MILLAR: Is there a second to that motion? The motion was seconded and carried.

PRESIDENT MILLAR: It is so ordered. I would like to ask the permission of Mr. Goodloe and of the members that we be given a little time for the purpose of study before the appointment of that committee, and that we may take the matter up with the incoming President as well.

Report of Arbitration Committee

SECRETARY FISHBACK: Mr. Harris wrote that on account of his health he would not be able to attend this convention, and asked me to report for him. The report of the Arbitration Committee is very brief. It seems in times like these there are very few arbitrations. We have received only twenty-six copies of arbitration awards in the office, and the arbitration boards over the country are supposed, at least, to send a copy of their findings to the Secretaries of the Wholesale Grocers, the Canners, and the Brokers Associations. As I say, we received only twenty-six, and an analysis of those indicates the break is about even, about half of them decided in favor of the buyer and the other half in favor of the seller. There have been times there have been as many as one hundred arbitrations reported, but usually when markets are in their present condition it rarely goes as far as arbitration.

I think that is about all Mr. Harris would be able to report if he were here.

PRESIDENT MILLAR: I will call for the report of the Committee on Canners and Distributors Conference.

MR. WALTER A. FROST: There has been no call for a meeting, and there is not any report to be made. There is to be a meeting tomorrow afternoon, but that will be after this meeting is over.

PRESIDENT MILLAR: The Committee on Ethics—Mr. Julius Ormand. He is not in the room. However, I think there has been nothing referred to that committee during the year.

The Committee on Legislation—Thomas B. Griffith. I question whether Mr. Griffith is in the city as yet. I know he was delayed.

SECRETARY FISHBACK: Mr. Griffith wrote me and said, "Your Committee on Legislation has no report to make as there was nothing up for action."

However, I think the Committee on Legislation for 1932 may be very busy before we get through this current session of Congress.

SECRETARY FISHBACK: Senate Bill 2626 gives a definite legal status to the Trade Practice Conference movement. It gives the Federal Trade Commission power either on its own motion, or at the request of industry, to hold the conference, and permit the conference to adopt rules that will become the rules of the industry.

The next bill is to establish Federal Trade courts, which will take a lot of suits out of the Federal District courts.

The sweet one is 2628, which provides, "It shall be an unfair method of competition"—this is an amendment to the Federal Trade Organic Act—"for any person in the course of commerce to sell or offer to sell as a trade incentive, or for the purpose of injuring a competitor, any article or commodity at or below his cost price, such cost price to be determined in accordance with the best accounting practice in the trade or business, or in accordance with any basis or method prescribed by the Commission; (b) to discriminate in price between different purchasers of commodities, not including discrimination in price on account of the differences in the grade, quality or quantity of the commodity sold, or that makes only due allowance for difference in the cost of selling or transportation, or discrimination in price in the same or different communities made in good faith to meet competition."

That clause merely restates provisions of Section 2 of the Clayton Act.

"(c) To violate any rule"—this is the sweet one—"To violate any rule adopted at a Trade Practice Conference by the industry of which he is a member."

That means any rule, whether in Group I or Group II, violated by a member of the industry, whether he is signatory of the acceptance of the trade rules or not, he is subject to penalties provided in the Federal Trade Commission Organic Act. Those penalties are limited. The Commission has only authority to issue cease and desist orders. If that is disobeyed, they can go into Federal Court and get a court order. If he ignores the court order he is liable to contempt.

MR. WALTER A. FROST: That is getting somewhere.

SECRETARY FISHBACK: If we can get these bills through—and there is fair indication they will go through, for two reasons—Senator Nye is of the so-called radical bloc. Both sides of Congress, both the Democratic and Republic side, will play with the radicals, because they need that power. These bills are not politically contentious, and the Republicans and Democrats, on both sides of the Capitol, will rush to the support of some measure sponsored by the leader of the radicals, so that he will support first the Republicans and then the Democrats on some political measure in which they are vitally interested.

We are told by sources which we believe to be reliable, in Washington, it is liable for this legislation to go through in this session of Congress, notwithstanding the fact it is going to be a disturbed session.

The meeting adjourned at 11:35 o'clock, to reconvene tomorrow morning at 10 o'clock, Tuesday, January 26, 1932.

Tuesday Morning, January 26, 1932

President Harding, of the National Canners Association, brought greetings to the Brokers.

CHAIRMAN ORR: It is time for the report of the Resolutions Committee. Mr. J. W. Mailliard, Jr.

MR. J. W. MAILLIARD, JR.: I will appreciate it very much if Mr. Fishback will read that for me. My voice it not as good as his.

SECRETARY FISHBACK: I am going to presume on you a moment to read this communication that came to me this morning. It is addressed to the National Food Brokers Association, and reads:

"I am saddened by the thought that Joe is not with you this week.

"His love for the Association and his many true friends in it will always be a beautiful memory for me.

"Sincerely,

"LUCY BENSON KEEVERS."

Report of Resolutions Committee

SECRETARY FISHBACK: These resolutions will be read as they have come to me, without any particular emphasis on their order.

"WHEREAS, During the year just past, our ranks have again been broken by death, and we have suffered the loss of many of our members, notably Mr. William H. Nicholls, of Chicago, who was the eighth President of the Association, and Mr. Joseph Keevers, of Peoria, who was our tenth and War President, the Association suffers from the loss of these outstanding men from its councils, be it

"RESOLVED, That a page of our records be set aside and dedicated to their memory, and to the memory of—

Preston H. Dial, Ebeling-Dial Company, San Antonio, Texas.

John A. McEwen, Johnson-Locke Mercantile Co., San Francisco, Calif.

John Chany, John Chany, Boston, Mass.

William A. Bonacker, Bonacker Brothers, Tampa, Fla.

William W. Overton, Sr., W. W. Overton & Co., Dallas, Tex.

Edward E. Bunnell, Edward E. Bunnell, Inc., Buffalo, N. Y.

Harry A. Angell, Angell-Wilson Brokerage Co., Indianapolis, Ind.

A. D. Briney, A. D. Briney Brokerage Co., Indianapolis, Ind.

Milton J. Flaresheim, Seavey & Flarsheim Brokerage Co., St. Louis, Mo."

"WHEREAS, From year to year we are favored with a personal message from the presidents of the various allied associations or their special representatives, be it

"RESOLVED, That we extend a vote of thanks to those who so favored us at the sessions of this convention, including:

C. L. Keaton, American Wholesale Grocers Association;

Carl H. Schlapp, National Wholesale Grocers Association;

J. Walter Tyer, National Association of Retail Grocers;

Paul S. Willis, Associated Grocery Manufacturers of America;

Francis A. Harding, National Canners Association."

PRESIDENT MILLAR: There being no objection, the resolution will be accepted.

Under the auspices of the officers who are about to be succeeded by the election of officers for 1932, the affairs of the the Association has been conducted in an economical manner during the year just ended. The cash balance as of January 1st was satisfactory. It is reasonable to expect that the incoming officers will consider fully the economic condition of the country and will incur no extraordinary expense, and further that the budget will be arranged accordingly, be it

"RESOLVED, That for the membership year of 1933 dues be collected in part only, to the extent of $25 for principal offices and $12.50 for branch offices; that all dues become due and payable, as provided in the By-Laws, on February 1, 1932; that payment may be made at the option of the individual member and to suit his convenience, either in full upon receipt of statement February 1st, or one-half at that time and the balance not later than May 1, 1932; that payment of $25 by principal offices and $12.50 by branch offices shall be considered payment in full for 1932."

It was recommended at the annual meeting of the Board of Directors that there be some special consideration shown current economic conditions with respect to prospective applicants for membership; therefore be it

"RESOLVED, That without amendment to Article II, Section 1, of the By-Laws, the Membership Committee shall be authorized during the calendar year of 1932 to accept applications for membership without the pre-payment of the customary initiation fee;

"That these applicants, if qualifying under the regular provisions of the by-laws, be accepted into the Association as associate members, with the distinct understanding that to qualify as regular principal office members they shall at the expiration of one year from the date of their election pay the customary initiation fee of fifty dollars upon such terms and conditions as may be arranged with and agreed to by the Executive Committee.

The purpose of this resolution is to experiment with the question frequently raised that there are many desirable and eligible brokers who would strengthen the Association, and be strengthened by it, but who hesitate to invest the amount of the initiation fee to find out what it is all about. If this resolution prevails these prospective members can acquire the benefit of a membership immediately without any outlay of more than the annual dues as a preliminary step. After they have been in one full year they will qualify to retain full membership by paying the initiation fee at once or in installments, at the discretion of the Executive Committee, and failure on their part to put themselves on the same basis as the present membership will automatically terminate the arrangement for associate membership.

PAUL FISHBACK
Secretary
National Food Brokers Association

With a full appreciation of changing conditions in the distribution of food and grocery products, your Committee recommends the adoption of the following:

"RESOLVED, That Clause No. 6 of the Code of Ethics of the National Food Brokers Association, reading 'The food broker who merchandises speculatively in foodstuffs is unethical,' be further interpreted as directing the attention of the industry to the fact that the Association is definitely opposed to speculative merchandising, with especial emphasis on the word 'speculative'; and that this clause in the Code shall not be construed to mean opposition to the casual purchasing of limited quantities of merchandise by brokers as part of the service required by either principal or customer, or both, to be rendered by them."

Your committee calls attention to the fact that limited purchasing, or "hand-to-mouth buying," as it is better known, has become part of the regular conduct of the grocery business, and that in order to meet such demand for service it has become imperative for many brokers to become the owners of the merchandise which cannot be, or is not consigned by the principal. Furthermore, the Association should not, by code or rule, bar any member from taking any steps in distribution for his principals as may be made necessary. This resolution recognizes the tendency on the part of some wholesale distributors

to enter the field of the food broker through dummy organizations, purchasing agencies and other methods, and it is believed wisest that the Association remove any obstruction which might prevent its members from taking necessary protective steps. It is not the purpose nor the spirit of this resolution to sanction the unrestricted purchase of speculative commodities to be withheld from the market in anticipation of price advances and speculative profits.

It appearing that the application for and pledge of membership is antiquated and perhaps too puritanical, therefore be it

"RESOLVED, That Article I, Section 1, of the By-Laws of the Association be amended to read as follows:

"Applicants for membership in the Association shall fill in the blank spaces in the application form following in this Article, and sign in the presence of a notary, who shall properly and legally attest the signature. For an incorporated company, the authorized officer or officers shall sign. The application shall be sent to the Secretary as elsewhere provided.

To the Executive Committee of the
National Food Brokers Association.

Sirs:

..... hereby apply to be admitted as a member of the National Food Brokers Association. If elected ..... pledge ..... to abide by the Constitution and By-Laws, rules, regulations and purposes, and Code of Ethics, now in force or as may hereafter be adopted. ..... pledge ..... to support any movement designed to improve the methods and business of the food broker.

..... specifically agree that under no circumstances, nor by any subterfuge will ..... pay or divert, or permit to be paid or diverted to any buyer, his agent or one designated by him, any part of the brokerage, commission, or other compensation paid ..... for ..... services as brokers.

..... further pledge ..... to use ..... best efforts to safeguard and promote the good name and welfare of the National Food Brokers Association.

Submitted.

Name .....
Address .....
City .....
Recommended by.....
.....

Witness:
.....Notary.

The application when properly signed and witnessed, shall also be signed by at least one member in good standing, as recommending the applicant."

RESOLVED, That the Association recognizes the difficulties with which the Committee on Trade Practice Conference has been struggling in its efforts to accomplish tangible results during the year, and appreciates the fact that lack of concrete results is due to conditions which the Committee could not control;

That this Committee be empowered and directed to continue its efforts to obtain acceptance or enforcement of rules for the grocery industry that will lead to the elimination of many unfair trade practices, adversely affecting all branches of the grocery industry;

That the Committee be requested to keep the membership informed with respect to legislation, proposed or pending, that will tend to strengthen or clarify the situation, and that the membership support such considered programs as are recommended by the committee.

That the Committee be further requested to report from time to time to the officers of the Association as to the possibility of accomplishment and that the question of whether to proceed or discontinue activities in the direction of the Trade Practice Conference movement be left to the discretion and recommendation of the Committee.

This resolution needs neither explanation nor comment.

Be it Resolved, That the members of this Association are under lasting obligation to the executive officers, particularly our President, Samuel T. Millar, who has represented the Association properly, and who has spoken for us and in our behalf ably. There is no measure of compensation for this service beyond the earnest and sincere appreciation of President Millar's efforts, and this appreciation comes from the entire membership without stint. (Applause.)

SECRETARY FISHBACK: The resolution seems to be approved, Mr. President.

RESOLVED, That this Association be definitely on record as heartily approving the forward steps towards the stabilization of marketing and methods taken by the Pacific Canned Salmon Brokers Association, and that the Executive Committee be requested and directed to cooperate to the fullest extent with the Pacific Canned Salmon Brokers Association, to the end that their organization and ours, and the individual members, may benefit and profit thereby. And be it further

RESOLVED, That the thanks of this Association be expressed to the executives of the Pacific Canned Salmon Association, and particularly to their representative, Colonel Richard Bell-Irving, for his able presentation of the situation, at our evening session.

PRESIDENT MILLAR: I believe at this time it would perhaps be best to entertain a motion that these resolutions be adopted as a whole as read.

MR. WILBUR R. ORR: I make that motion.

The motion was seconded and carried.

PRESIDENT MILLAR: We will have the report of the Nominations Committee at this time.

Report of Nominating Committee

Your Nominating Committee having learned that it was impossible for the present incumbent to permit re-election to the Presidency, is pleased to report the following nominations:

For President—Julius Ormand, Ormand Bros. Brokerage Co., Birmingham, Ala.

For First Vice-President—George B. Calkins, Calkins & Co., Chicago, Ill.

For Second Vice-President—George R. Bennett, Bennett & Hughes, Buffalo, N. Y.

For Third Vice-President—Lincoln F. Gault, Ariss, Campbell & Gault, Tacoma, Wash.

For Treasurer—J. L. McDermid, C. L. Dietz & Co., Indianapolis, Ind.

(The Secretary is appointed by the Executive Committee.)

Respectfully submitted,

GEORGE L. COLE, Chairman, Boston, Mass.
H. S. FULCHER, Memphis, Tenn.
GLENN A. STEELE, Minneapolis, Minn.
R. B. LECK, Los Angeles, Calif.
EARL V. WILSON, Miami, Fla.

PRESIDENT MILLAR: Are there other nominations, gentlemen? What is your pleasure?

MR. WILLIAM E. LORE: I move they be unanimously elected.

MR. WILBUR R. ORR: I second the motion.

The motion was carried, and it was so ordered.

PRESIDENT MILLAR: I will appoint Wilbur Orr and Willis Johnson, two of our past Presidents, to escort Mr. Julius Ormand to the chair.

PRESIDENT MILLAR: Mr. Ormand, it is a great pleasure to welcome you to the chair of this Association, and I cannot wish you any worse luck than that you secure the wonderful support and cooperation I have received from each and every member where it has been requested.

PRESIDENT-ELECT ORMAND: Thank you. Gentlemen, I feel like you have made a great mistake. I am not unmindful of this honor, but I don't feel, and I told George when he suggested it to somebody else, that I sincerely felt they should not go on with it. When my name was called I was too weak in the knees to get up. That is the truth. Down our way the niggers, when they want to help a fellow, they say, "Prop him on the leanin' side," and I am going to ask every one of you to do that. That is the only way I can do anything.

PRESIDENT-ELECT ORMAND: Is Mr. Calkins here?

SECRETARY FISHBACK: He is not here.

PRESIDENT-ELECT ORMAND: Mr. Bennett.

Mr. Gault and Mr. McDermed do not seem to be here.

SECRETARY FISHBACK: The President has asked me about the report of the Tellers on the Election of the Directors.

Report of Tellers—Election 1932 Directors

We, the undersigned, having been appointed tellers in the election of Directors by the direct vote of the members, as provided in Article IV, Section 9, of the Constitution as amended, have to report that on November 30th final ballots were mailed to all members. On January 4th, these final ballots were opened, those postmarked prior to midnight of December 15th were tabulated, tie votes broken by lot, and the results, with respect to the majority vote, are as follows:

Alabama—H. E. Childers, Childers Bros., Selma.
Arizona—Wallace C. Lane, J. W. Lorentzen & Co., Phoenix.
Arkansas—J. B. Wille, Baker-Wille Co., Little Rock.
California, North—Durand Hart, Durand Hart Co., San Francisco.
California, South—J. O. Crawford, J. O. Crawford Co., Los Angeles.
Canada, East—M. L. Tradburks, H. D. Marshall, Ottawa.
Canada, West—A. J. Smale, Donald H. Bain, Ltd., Winnipeg.
Colorado—Edward H. Davis, Bancker-Nicholls Brokerage Co., Denver.
Connecticut—Arthur H. Gosselin, Arthur L. Johnson Co. of Conn., New Haven.
District of Columbia—Walter Leaman, Leaman & Martyn, Washington.
Florida—Earl V. Wilson, Earl V. Wilson Co., Miami.
Georgia—Max F. Guthman, Haas-Guthman Co., Savannah.
Idaho—H. V. Cate, Reilly Atkinson & Co., Boise.
Illinois, Chicago—John Feron, Feron & Garlick, Chicago.
Illinois, Down-state—Otto Kreis, The L. H. Lyford Co., Peoria.
Indiana—Bert C. Keithly, Bert C. Keithly Co., Indianapolis.
Iowa—Fred D. Morgan, Cartan & Jeffrey Co., Sioux City.
Kansas—George Sylvester, Meinrath Brokerage Co., Wichita.
Kentucky—S. L. Huey, Huey & Ellison, Lexington.
Louisiana—W. C. Kimbrough, Lafayette Brokerage Co., Lafayette.
Maine—James J. Hughes, Portland.
Maryland—Harry H. Mahool, Harry H. Mahool & Co., Baltimore.
Massachusetts—Daniel F. Sheehan, Jr., McElwain & Sheehan, Boston.
Michigan—Raymond E. Jacobus, Detroit.
Minnesota—L. A. Floerkey, Holbert Brokerage Co., St. Paul.
Mississippi—F. B. Lemly, F. B. Lemly & Co., Jackson.
Missouri—Ward Goodloe, Ward Goodloe & Co., St. Louis.
Montana—James Goodwin, Geo. L. Tracy Co., Billings.
Nebraska—C. R. Tyler, Russell Brokerage Co., Omaha.
New Jersey—Harry W. Freedman, Harry W. Freedman & Co., Newark.
New Mexico—H. L. Murdoch, Brown Bros. Brokerage Co., Albuquerque.
New York, City—John P. Houck, M. W. Houck & Bro., New York.
New York, Upstate—John J. Carey, John J. Carey & Co., Albany.
North Carolina—Aubrey J. Smith, Smith-Holland Co., Greensboro.
North Dakota—A. A. Bloom, Swiggum Brokerage Co., Fargo.
Ohio—Ralph D. Davies, Ralph D. Davies, Inc., Cincinnati.
Oklahoma—M. H. Russell, Russell Brokerage Co., Oklahoma City.
Oregon—H. C. Hemminghouse, H. C. Hemminghouse & Co., Portland.
Pennsylvania, East—Edwin C. Eckman, Wm. G. Bonstedt & Co., Philadelphia.
Pennsylvania, West—Thomas E. Perry, Jr., Pittsburgh.
Rhode Island—Arthur L. Johnson, Arthur L. Johnson Co. of R. I., Providence.
South Carolina—H. Hill White, Auld & White, Columbia.
South Dakota—Francis N. Conn, Francis N. Conn Co., Sioux Falls.
Tennessee—T. H. McKnight, McKnight & Patton, Memphis.
Texas, North—P. K. Taylor, Oliver-Taylor Co., Dallas.
Utah—Albert Merrill, Salt Lake City.
Virginia—H. T. Martin, American Brokerage Co., Roanoke.
Washington—J. J. Butler, Kelly-Clarke Co., Tacoma.
West Virginia—C. A. Sayler, The Blair Willison Co., Clarksburg.
Wisconsin—Sherman T. Stevens, The W. H. Stevens Co., Milwaukee.

It is moved by one teller, and seconded by the other, that the members named in the foregoing list be declared elected Directors of this Association for 1932.

Submitted.
M. E. SHREEVE, Teller.
H. W. HOWLAND, Teller.

Attest: PAUL FISHBACK, Secretary.

The motion carried.

MR. J. P. HOUCK: Mr. Harry Faulkner has left the room. I spoke to him about the amendment he offered to Mr. Frost's resolution. It is not clear to two or three of us here that that amendment was written into the original resolution.

SECRETARY FISHBACK: Is it not your understanding, Mr. Frost, that your original motion, and the suggested amendment that came from the floor following the discussion, and the resolution submitted by the Resolutions Committee, are all to be considered as a whole in working out the salmon problem?

MR. WALTER A. FROST: Yes.

A MEMBER: What do you understand about buying organizations—for instance, where they have their own buyers on the coast? Are they entitled to brokerage? I don't understand that.

SECRETARY FISHBACK: The representatives of the Salmon Brokers Association say that the only fellow who can claim or have a right to brokerage is a bona fide broker, and if there is any question as to whether or not he is a broker that question is to be answered by the National Food Brokers Association.

Wednesday Morning Session, January 27, 1932

THE SECRETARY: I am going to ask your indulgence for a moment, if you will. While this is a regularly constituted meeting of the Association, it was called for a specific purpose. I would like to have your indulgence, and have you remain, so an announcement may be made for the record. It is with respect to this development in the salmon situation. The gentlemen representing the Pacific Canned Salmon Brokers Association are here, and they would like to have this announcement made, and we are going to make it brief, and it is for the record, and I know you will sit here and hear it because it is interesting.

I have been asked to say to the members of the National Food Brokers Association that while negotiations between representatives of our organization and the Pacific Canned Salmon Brokers Association have not been completed as to the final details, there is apparent clearly a perfect accord as to the purposes we expect to obtain. We are assured by representatives of the Salmon Brokers Association that under their new agreement certain previously existing reasons why some of them might not qualify for membership in the National Food Brokers Association have been removed. We are assured that practically, if not entirely one hundred per cent of the membership of the Pacific Canned Salmon Brokers Association will have made application for membership in the National Food Brokers Association, those that are not already members, just as quickly as the documents can be transmitted from Seattle to Indianapolis. We are requested—and I think the request is an entirely proper one—to cooperate fully and lend our support entirely to the endeavors of the Pacific Canned Salmon Brokers Association in clearing up the scrambled condition which has existed in the salmon business on the northwest coast. This is the quid, and for every quid there must be a quo. The quo is we are prepared to ask the Pacific Canned Salmon Brokers Association to do those things which were discussed here on the floor yesterday morning, namely, to recognize the merit of the member of the National Food Brokers Association in those markets they wish to reach, to confine their dealings to members of our Association, as we hope to have our members confine their dealings to members of the Pacific Canned Salmon Brokers Association, and to see to it that brokers in the field, as they call them—local brokers, as we call them—are fully protected on all sales of salmon moving through the membership of the Pacific Canned Salmon Brokers Association.

Mr. President, I would be tickled pink if you would ask Colonel Bell-Irving, who is spokesman for the Pacific Canned Salmon Brokers Association, to say, if he will, whether or not I have told the truth.

PRESIDENT-ELECT ORMAND: Colonel Bell-Irving, I will call upon you.

COLONEL BELL-IRVING: I don't quite know what to say to that, when I am asked to say whether he is a liar or not. If I consider anyone a liar I will certainly say so. I have no occasion to call you one, so there you are. I am not quite clear in my mind whether your remarks then were intended to convey the fact that your organization had gone on record as supporting the move we have made from the coast in the form of a resolution.

SECRETARY FISHBACK: Colonel Bell-Irving, a resolution was adopted here yesterday morning, directing the Executive Committee to cooperate with you to the fullest possible extent to work out your plan for the mutual benefit of the two associations, and the individual members.

COLONEL BELL-IRVING: Right. That gives me the lead. I will say at the outset we are highly delighted that definite step forward has been taken by your organization. I may say

I ascertained the information yesterday afternoon, for obvious reasons. We wanted to know what was going to happen. To show our sincerity in the cooperation that you have signified you are going to give us, the members present in Chicago here of the Pacific Association, will be very glad to join up with your National body right away—they have already signified their willingness to do that, and when we get back we are going to try to get all our members on, and when we are all in one body we can really accomplish something.

I would like to say this before we leave this particular point. I want it clearly understood three years ago your executives came out to the coast with presumably a mandate from you asking us to do certain things. We couldn't do them at that time. God knows the conditions were bad enough then in 1927 and 1928 to warrant such action, but we couldn't handle it. Now conditions have changed so we are in better control and have definitely taken the action you yourselves suggested should be taken three years ago. In other words, we have put our house in order, and we bring back to you on a platter, on what we hope is a gilt-edge platter—eventually, a gold platter—your own suggestion, and it is up to you gentlemen to do your part now. You have issued instructions to your executives to cooperate and work with us. That is splendid. But it does not stop there. Information has come to us that some of your old members have left you for various reasons, and one reason was that some of your own members were not playing the game to their membership, and some members left your Association because disciplinary action was not taken against those members. In my remarks on Sunday you remember I said the strictest discipline was necessary to achieve the results we want. That is one important point. Here we are, agreeing to cooperate very closely, and we are going to join up in your organization, and whatever code of ethics is finally decided upon discipline must be exercised, a very strict discipline, to see they are adhered to; otherwise we might as well shut our door and get out, or open the door and get out and shut it afterwards, because we are doomed to failure unless we adhere to strict discipline. I venture to say if an indication of that strict discipline was shown, instead of your members leaving, you would get all your members back and a great many more in your fold. I am absolutely sincere in that. That is just one thought along that line.

On Sunday when I spoke to you we had some bridges to cross. We have crossed two of them since we have been here. I also told you I had not made up my mind as to my own company's action, that is, made it up officially, to be announced to the rest of you, until Sunday. I had made up my own mind as to what should be done, but I was not going to commit my company openly to that decision until I was satisfied the leopard had changed its spots. We had quite a number of our membership out there whom I will be perfectly frank in saying I couldn't trust around the corner up until just recently. No doubt you feel the same way about certain of your members. Now, gentlemen, those days have gone. That speech last night was most extraordinarily apt to this present situation, in my mind. However you arranged it, I don't know, but two shots that doctor fired hit home with me in this endeavor of ours right at this moment, and the sense of responsibility, the final thing he mentioned, you might say is the keynote of our affairs. We have to forget the past, forget our personal animosities against our members, and so on, and look ahead.

This is a very big thing. What does it mean to us all? We are anxious to keep our industry going. We simply cannot carry on the way we have been the last two or three years. Something had to happen. We want to protect our industry, we want to protect the brokers here in the field. We can only do that by cooperation.

If we succeed in this industry of ours, as I suggested on Sunday might be the case, I believe other industries will follow. So you are not only helping yourselves as far as we are concerned as salmon packers and brokers, but if you succeed in this you surely will reap the benefit from several other industries. We have had that said to us, we have heard it rumored around this hotel—other industries have their eyes wide open and watching to see what we will do, and if we make good in this plan of ours which our industry has now responded to, and we make a success of it, you are all going to reap the benefit much more through these other channels.

I said before there were two bridges we had crossed since we got here. One was an influential packer out on the coast had adopted the same attitude I had when I came here. I gave my word on Sunday. He has now given his word. I should like to say this—may I make a few observations in his support—I don't wish to mention names, but a certain packer was blamed last year for the reduction in prices. I would like to say this—he was perfectly open in what he did. He said he wasn't going to see his business going elsewhere because of the pernicious practices employed by others, and he came straight out and said, "I am going to do such-and-such"—and he did it. You cannot blame him, gentlemen. The thing couldn't go on the way it was going, and he wasn't going to see his business affected by it, but he came straight out and told us all. As a matter of fact within one hour of his telegrams going out I was in touch with his office and had the actual telegram read over to me. There was nothing hidden in his actions. I am bringing this up because I have reason to believe unfair criticism was spread around the trade through the brokers in the field here that he was solely responsible for that trouble. Gentlemen, he was not. I just wanted to tell you that was my personal view about it, and I believe I am supported in that view by other members of our organization. The blame was not solely his. It was because of the pernicious practices of a good many others that forced him to do something, and he was right out in the open when he did it, and told us all about it. I think it only fair I should say that.

Now, gentlemen, on Sunday I purposely did not refer to one of the most important features of this move of ours, the many colored octopus that has been slowly but surely getting a strangle hold on the merchandise trade, which inevitably would throttle you field brokers, the coast brokers, and eventually be able to dictate to the packer. I call him the many colored octopus because the longest and strongest tentacle is true blue. You may wonder why I say that. That true blue tentacle is cooperating one hundred per cent at this moment. They are very fine people. I am satisfied when you get around the table and arrange what we still have to arrange, we are going to have their support. You may wonder what we are going to do. We have told you definitely we are going to discontinue paying brokerage or discounts to buying offices on the coast, the various tentacles of that octopus. That we have definitely decided. And it will have to be decided what we shall do, whether a quantity price should be given—I don't mean any one, but the whole—whether a quantity price should be given. If so, what quantity? We will all have to consider that, a committee of your crowd and a committee of our crowd will collectively have to consider that question. We would like to take your views back with us, and I would welcome at this time to have the opinions of your members on that point. Personally, I am against a quantity price, as an individual. We ship, for inship a carload. If we ship less than a carload, we have to pay more. No matter how many carloads we ship, we have to stance, on a steamer or on rail—we get a carload rate if we pay the carload rate. That is not my thought of the solution of this problem. We all know, and you know, there are a great many buying organizations that have sprung up in self-defense of that growing octopus, to buy as cheaply as they can. It seems to me if we have a quantity price established it will rather encourage more of those centralized buying organizations to spring up. What will that mean? Surely it will mean some of you gentlemen in the crowd, some more of you gentlemen in the crowd—I will put it that way—will be deprived of your livelihood. The more that spring up of the buying organizations the more of you will be out of luck as far as salmon is concerned. We want to discourage, not encourage, centralized buying organizations.

This move I won't say will put you back on your feet—obviously you are on your feet—but you would like to get a greater remuneration out of the salmon business than you are getting, and there is no reason why you shouldn't share in it.

It seems to me if you take a carload as the basis, one organization may be able to buy one hundred thousand cases, or four times that much, or five times that much, but they are not going to take it out in more than carloads, no matter how frequently they have the carloads shipped out. Give them the carload rate. That is my solution. We haven't discussed this in committee, but that is the thought I have. I think if that were esablished—we are going to have opposition to it from those very people that buy in large quantities, I know that—but it seems to me a scheme of that sort would rather dilute or dissipate the very efforts that have been made up to the present time—and you would all get a larger share of the business, and it seems to me it is an equitable basis.

This octopus is getting pretty large—they have to watch their "Ps and Qs," otherwise the government will step in and stop them, and it will be good business for them to play straight and cooperate. We have to recognize them, they are there, and we want them to take our salmon, but they need our salmon, they can't supply it themselves, and they have to come to us for it, and I believe they will be better off by close cooperation with us on an equitable basis for all concerned, and particularly for you gentlemen in the field involved—and after all, if our joint efforts stabilize things to the point where we will get a firm, steady market we will all profit each year, and they will enhance their profits themselves with the higher prices. It seems to me that is one solution. I think, Mr. Chair-

man, we might perhaps touch upon that, if you don't mind, before we leave.

I don't think there is anything else, gentlemen, unless there are any questions you members might ask, which I might be able to answer. Mr. Gilbert here, and Mr. Salmon have both been sitting in at these meetings, and have been chiefly responsible for the details that have been worked out up to the present time. I wasn't at the last meeting when that code of ethics was drawn. If any questions are asked by you gentlemen, they will be glad to answer them.

One thing I would like to say before I finish, and that is I would like to give credit to the man who is at the head of the new Pacific Canned Salmon Sales Corporation—he is a great personal friend of mine of long standing—Dixie Fleager. I don't think you gentlemen realize yet the large job he has undertaken for the good of all, for the good of the canners, member of his organization, for the good of the brokers on the coast, and particularly for the good of the brokers and wholesalers in the entire trade, and we all wish him success. I did want you to know we all consider that he has taken on a very responsible job, and that all credit is due to him and to his president, Mr. Sims, who have undertaken a very, very difficult job, and have succeeded splendidly up to the present time.

As said by the speaker last night, we must all realize the sense of responsibility in this, and our future prosperity depends entirely on our close cooperation.

PRESIDENT-ELECT ORMAND: Are there any questions you want to ask Colonel Bell-Irving or Mr. Salmon?

In explanation, gentlemen, we were really having a bean meeting here when you gentlemen came in, just for the record.

MR. STUART FOX: I don't know how many are interested in selling salmon. Our office happens to represent Colonel Bell-Irving—but I think it will be the consensus of opinion among the brokers that sell salmon a sliding scale of discounts on salmon business is going to drive the wholesale grocer into these large buying organizations. Participating in discount will drive them in there, and only make them more powerful, to endeavor to dictate to the canners, not alone on salmon, but every other food commodity, and instead of helping the situation we would be intensifying it. I believe a carload rate of discount should be sufficient to any jobber. I cannot see any reason why four or five going into an organization, should be entitled to five per cent or six per cent or one per cent, because you will drive all the little fellows in there, and when they get in there they might enjoy being in there more than staying out, and they might find they are powerful enough to dictate.

SECRETARY FISHBACK: I think it is well that Mr. Fox has expressed his opinion on that subject. That sort of opinion is one of the arrows to point the way for the Executive Committee of the Association which has been charged by resolution to negotiate with the Pacific Canned Salmon Brokers Association in reaching conclusions as to how we are going to do what we all know must be done.

I don't think that which we have done at this meeting is final by any matter of means. You have some wrinkles in the sheets out there you have to iron out in your own laundry—we probably have some of our own wrinkles that have to be ironed. When we have our sheets all smooth we will make the bed and see if we can lie down together in it and sleep peacefully.

MR. J. P. HOUCK: Doesn't it come down, gentlemen, Colonel Bill-Irving and your associates, to a question of just at what point the overhead of the packer stops being reduced by volume? It is admitted there is less overhead in the selling of one car than there is in the selling of fifty cases. Perhaps there might be a little less overhead on ten cars, but after you have reached a discount of two and a half or five, or whatever it may be, does the overhead drop any more? In other words, if you sell twenty cars, isn't there a point up there where the overhead stops being reduced? And therefore why should there be any more discount to a hundred car buyer? I don't ask you for an answer to that—I just suggest it. And our Executive Committee probably will go into it. That is the way we have always felt about it, and we have a market that is a good one to judge by—New York buys in large quantities. The question is whether it is of any value to a packer to give another one per cent or two per cent after he has reached a certain number of cases.

COLONEL BELL-IRVING: Might I say another word? My thought is this: We have decided to discontinue discounts to buying offices on the coast, or any place else, as Mr. Gilbert says. What is the difference in discount or quantity prices? After all our whole move here is to make a difference, to put the wholseale trade and brokers in a more beneficial position, and anything we can do along that line I think we should do. It is a very ticklish thing. You might say on first blush, a man that can only buy fifty cases would have to pay more than a five hundred thousand case buyer, or ten over five. You are putting them in the same envied position they are today, and we have to stop it—and I believe a carload basis is the answer to it. Let them all have them single carload; then they will all be on the same basis.

MR. OTTO KREIS: While we are here in Chicago we brought up with one of our principals why a certain canned foods product was sold at fifteen cents a can in our district—that is to the consumer—when the price was a dollar and a half to our jobbers, freight approximately twenty cents—a dollar and seventy cents cost to that jobber. This fellow was sort of in a box—a well known advertised brand, well worth the dollar and a half. He squirmed around, and finally he said to us, "We had to move some merchandise, and we sold fifty thousand cases," and he told us the firm—it wasn't a buying organization either. That just sifted all out. It was sold down east, and it sifted out into our section—and Mr. Irving in his remarks, regardless of the buying, as I understand his proposition, the buying organizations won't participate.

COLONEL BELL-IRVING: The buying organizations will be kept dependent on the wishes of those who represent them. They will be kept there, but their expenses will come from headquarters instead of from us.

MR. KREIS: If this same condition would happen in the salmon industry that happened with us on this line it would affect every broker in the United States from coast to coast—they know what I am talking about—you will be defeating the purpose I heard in your talk Sunday night, and here, if you would permit a thing of that kind, and that is what you want to defeat. Whether a fellow buys ten cars, or twenty cars, if he buys a car of salmon I consider him a wholesale distributor, and if he has given this Association, the Pacific Salmon Association, over eighty per cent of his business, or seventy-five, and located down in the sticks in Illinois, he should not be penalized when some fellow in Chicago or Detroit has a capacity and output of twenty-five or thirty cars.

MR. J. P. HOUCK: One of the difficulties is if the overhead of a packer is reduced a great deal by making a sale of fifty cars, the greater it is reduced the greater the temptation to do something for that buyer. Now I am presuming the inability of anyone to control the desire of a seller to make a very profitable transaction for himself, and if you say the rule is he must not have a discount, any different discount on twenty cars than on one car, and the packer can operate at three or seven per cent less by reason of selling twenty cars, the temptation is terrific. And we are all trying to get something that is workable, and if we put up something that is not workable it will break down all the sooner. We know buyers who have a buying capacity on a large scale are going to make an awful drive to take advantage of that buying capacity.

MR. J. I. DAILY: On this set-up of yours, is there any clearing house whereby you have a check on these arrangements? I mean by that, is there anything to prevent bills-of-lading from carrying extra cases, and such things of that sort?

MR. GILBERT: In other words, you mean a policing?

MR. DAILY: The policing of members of your Association.

MR. GILBERT: I think that is one of the reasons why the National Food Brokers Association and its various members should cooperate in this particular move we have made. The policing of this thing is going to depend on the man in the various districts that knows his competition, that knows his buyer and his fellow broker. We are not going to have any fake policemen. I think everyone will have to police for his own county. To go on further with that thought, I have talked to various brokers here. We have some brokers that are not members of your Association—some that have been members, some that have quit—some said that if the organization would invoke the penalties they subscribe, and keep the organization clean, they would be glad to go back into it. I said, "Do you know for a fact your fellow brokers gave away their commissions?" And they say, "Positively; get you all the proof in the world." If a man comes back to us—we simply police our own industry, and I think we have it about buttoned up. When we came back here, we did not come back with a half-baked plan. We came back with a plan that has teeth in it, and there are certain penalties, to the extent if a man violates these things, and the proof is forthcoming, that violation is practically tantamount to that fellow voting himself out of business. Those members on the coast, members of the Pacific Canned Salmon Brokers Association, are brokers of salmon—very few handle any other commodities, and if and when they

are taken out of the Brokers Association, due to the fact that is a localized industry, those men have that minute cut themselves off from the source of supply, due to the fact any man that is not a broker out there in good standing in that organization, he cannot get salmon from these other suppliers. In other words, we have stopped making this like the average Association, where you go down and the fellow gives his opinion, and the clerk goes out and takes advantage of it.

I didn't intend to paint a picture. I will answer your question. The policing of this thing will depend on the fellow in that particular district. Everyone has to police his own district. You know whether he is square, honest, or what. All we want and ask is if and when you give us that information, we will put it into effect out there, and that fellow will be out of things as far as selling salmon is concerned.

MR. DAILY: The point I was driving at is this, in one industry—I don't know whether it has been at all generally known—not only this year, but for several years back, there has been set up similar to a clearing house, where they have access to the records of the industry, they can go in there and check it on the stocks and get——

MR. GILBERT: You mean an Institute?

MR. DAILY: Similar to that. Coming from Philadelphia, we have been up against all kinds of propositions back there. The thought I have in mind is simply this premium business of sticking ten or fifteen cases on a bill-of-lading that is not filled out. Maybe you are not prepared to say here.

MR. J. E. SALMON: We would know that in twenty-four hours after it has gone out, and we are prepared to take care of that situation. There is plenty of teeth in it.

MR. G. C. TEAL: On the question raised by Mr. Salmon I want to say a few words.

I want to speak on this quantity price just a word, to say some of your gentlemen have used the word "discount" in regard to what discussion has been had. There has been no question of discounts. It would be quantity price. Assuming such a thing is permissible, it would be absolutely and entirely a question of price. In other words, if your seller wants to give him a price, representing one and a half per cent discount, it would be normal, if there is no question of discount.

Secondly, I think I could reasonably answer this gentleman's remarks about policing. Truly the whole fundamental of this thing was based on the desire of building up brokers and a brokerage business. That is the part that we represent. My people are nothing but brokers. Personally they may own some fession, that is their business. Now then, if our two Associastock here and there, but they are brokers. That is their protions tie in together and are able to put this through, the orders must of necessity come from you to us. If that be the case surely you will know that John Jones in Philadelphia is getting fifteen extra cases on that shipment or not. You are the one to know it. Wouldn't you know it? Wouldn't there be any way you could find out? Wouldn't that be the policing in itself?

MR. DAILY: You usually find out those things after it is all over.

MR. TEAL: If he is a member of your Association he will know it, and if he is a true member of your Association he will be living up to what your executive committee is asking him to do, and you will have your means of policing him and penalizing him. In discussing this with one of our own members this morning, and another prospective one, I said, "I feel on either side we cannot do everything to correct all the evils that have grown in this business since 1919." That is when our evils began. And it began with simply giving a man a certificate of inspection. He was given his samples, he did his own inspecting, and paid for them, and it started in that way, and has grown, and grown, and grown—and if by this step—and I truly hope it will be a joint step—if by a right step half of the evils in the brokerage business are eradicated, for goodness sake let's do it, and if we can add another ten per cent or twenty per cent to it, and keep on until one hundred per cent perfect, but don't get in your minds there is anything behind this except the absolute desire and intent of the Pacific Canned Salmon Brokers Association to build up the brokers and the brokerage business.

SECRETARY FISHBACK: With all due deference to our guests, and speaking for myself, I appreciate very much what they have done and what they have brought here. I just want to ask the members present who came here—because this was called as a special meeting of bean and rice brokers—if they desire to continue the discussion of this very vital salmon question. We want our guests to remain with us as long as the members care to discuss this matter, and I would be very happy if told to sit down, and go ahead with the salmon discussion, but if you want to continue with the discussion of beans, or the gentlemen who are visiting us having nothing further to say, —it is your meeting, gentlemen.

PRESIDENT MILLAR: May I say at this moment I believe we have covered very fully the salmon situation from all angles. I do believe, however, at this time it would be in order, and I would like to make it in the form of a motion, that this Association express here and now its further confidence in the Pacific Canned Salmon Brokers Association, and again thank them for the message they have given us this morning, and ask that they have the same confidence in us in the future.

The motion was seconded.

MR. J. P. HOUCK: Before the motion goes to a vote I would like to say the sincerity of these men is very obvious. They have all talked to us, and I am impressed with them, as many before me have been—only I am more so now. It might be some use to them and comfort to them to know that we, as brokers in New York, used to handle about two hundred thousand cases of salmon a year. This was prior to the war —in fact a little prior to that, along about 1912, in that period. Since that time the volume has steadily become less and less, particularly in the last ten years, until we went down to about ten thousand cases. With that we became pretty much disgusted and didn't care whether we sold salmon or not. The reason that volume went down is because of the conditions they are trying to correct. We wouldn't split commissions. Anyone who comes from New York knows we never have, in some twenty years, in any single instance. We lost our business on that account. We are going back in the salmon business again, and we hope we will be able to do some business that is desirable for both of us.

MR. DAILY: I would like to clear up something here. I don't think there has ever been—maybe I shouldn't say this—I have not been able to get the same amount of enthusiasm that my father had in this Association work. I don't think there has ever been anybody in this Association that has given more to it than he has. And probably it may not seem becoming for me to admit this, but it is the truth—I have not been able to have any enthusiasm along Association work until I got to Chicago the other day and happened to hear of the move on your part in Seattle to correct this salmon evil that has been existing. I don't know whether any gentlemen that are here were there, but I recall very distinctly in the 1920 meeting in the Traymore Hotel in Atlantic City when as a group in Philadelphia we went to the Association, and we were just starting to feel the salmon proposition in Philadelphia through some of the direct buying there, and of course we didn't get very much support at that time, but it started and I wasn't very keen for it—but I want you to understand we didn't have any such volume as Mr. Houck just mentioned, but we used to do a big salmon business—and I don't know whether it took the heart out of you or not, Mr. Houck.

MR. J. P. HOUCK: It was my father that did that business, not me.

MR. DAILY: I am in the same position. Our salmon business dwindled away to nothing because we absolutely and steadfastly played the game straight, and we just found we couldn't sell salmon—that is all there was to it. We are back in it now. I didn't want to create any bad impression about policing this thing, or that you did not have our support, because we are with you.

COLONEL BELL-IRVING: We got to the point where we were not sellers, we were buyers.

President Millar's motion, upon being put to a vote, was carried.

Motion to adjourn was duly made, seconded and carried.

Whereupon, at 12:05 o'clock P. M., the Twenty-ninth Annual Meeting of the National Food Brokers Association stood adjourned.

Canning Machinery and Supplies Association

Tower Ballroom, Hotel Stevens, Chicago, January 27, 1932

THE Annual meeting of the Canning Machinery and Supplies Association, held at the Stevens Hotel, Chicago, Illinois, January 27, 1932, convened at nine-forty o'clock, President S. M. Ryder, presiding.

PRESIDENT RYDER: Gentlemen, we will come to order please.

The Secretary will call the roll.

Secretary Gorsline called the roll and reported there were fifty-three in attendance.

PRESIDENT RYDER: Under our By-Laws we are required to have present twenty per cent of our membership. Today our membership is 156. Twenty per cent thereof is 32. We have present with us either in person or by proxy, 53. I, therefore, declare the meeting open for transaction of such business as may come before it.

The Secretary will read the minutes of the last annual meeting.

MR. ST. JOHNS: I move that the reading of the minutes be dispensed with. So ordered.

SECRETARY GORSLINE: Your Secretary wishes to report that Association matters are in a flourishing condition. Eight new members have been elected this year and ten have dropped out.

This gives us a membership of 156 members as of January 27, 1932, or a net loss of two members.

EXHIBITION. One of the major activities of the Association is the Exhibition. This year we are using 37,000 square feet, exclusive of aisles, as compared with 32,000 in 1931. Our income from space is of course less, for while our space increased 15½ per cent, our rates dropped from 35 cents to 25 cents per square foot, or a drop of 28 per cent. This means a saving to our members of over $3,700.

We have tried to satisfy everyone on exhibition space. This is impossible as long as our show is held on two levels. We hope the time is at hand when we can again use one large exhibition hall.

REFERENCE LIBRARY. Recent developments have emphasized the importance of our members having access to early issues of Trade Journals. They are particularly valuable in patent and other suits in equity in establishing trade customs and usages. Your Association is gathering together such early numbers of Trade Journals as are available. Recently our small library of Trade Journals has been augmented by the generous gift of Mrs. Daniel G. Trench, owner of The Canner, of 29 volumes of early issues of The Canner. This gives the Association a total of 36 volumes of The Canner. These volumes begin with Vol. 14, January 1902 and continue uninterruptedly to January 1907. From 1907 to 1919 we have only scattered volumes, but the volumes are complete from 1919 to date. We have reason to believe that we can secure the other missing volumes which will give your Association the most complete reference library of The Canner in existence.

We have also secured seven volumes of The Canning Trade from January 1924 to date and are attempting to secure other early volumes. We are also trying to secure back files of the Canning Age and Vol. 1 and 2 of Food Industries. If any member wishes to present these to the Association they will be carefully preserved.

N. C. A. ADVERTISING SENT TO MEMBERS. Copies of five different reprints of National Advertising have been sent to our Association members. An effort has been made to stir up interest in this campaign which has been made available through members of the industry who are also members of this Association. An appropriation of $1,000 was made to defray the expense of the portfolios of seven reprints which are being presented to the canners at this convention.

CONVENTION ADVERTISING CAMPAIGN SUCCESSFUL. A concerted effort has been made this year to stimulate attendance and interest in the National Canners Convention. The first letter in the campaign was sent to 11,300 persons interested in food packed in glass and tin on November 1. A second letter to the same list was mailed on December 1.

Early in December the booklet "All Aboard for the Big Show" was mailed out; 1,600 copies were sent abroad; 5,300 copies were mailed to canners in tin and their superintendents and foremen, and 6,200 to packers in glass. Numerous requests have been received for the program. As the result of one inquiry, we mailed a copy to each member of the National Food Brokers Association. The balance of the edition of 20,000 copies are being distributed at the convention.

FRED K. TAYLOR
President Elect
Canning Machinery and Supplies Association

A series of advertisements have been carried in all Trade Publications going to the canned food industry, a total of 14½ pages in all.

This campaign has resulted in increased interest in the convention.

While primarily the convention is held for Association members of the three principal Associations, yet we at least are interested in customers for our wares, whether Association members or not. We believe this campaign will do much to stimulate the machinery and supply business. As an indication of this, a letter was recently received from a canner in France thanking us for the program and asking that catalogs be mailed him. A number of acknowledgments have been received from foreign consuls telling us the book has been added to their library. Other inquirers have asked the address of manufacturers of various commodities mentioned in the program.

We are informed that canners registrations took on renewed vigor soon after our campaign began. Taking it all in all, we believe that the campaign is very much worthwhile. And the cost of $4,250 only slightly exceeds the cost of the automobiles formerly given away at the convention.

PRESIDENT RYDER: You have heard the report of the Secretary-Treasurer. What is your pleasure? Hearing no comment, it will be placed on file.

I will ask Mr. Carr, Chairman of the By-Laws Committee, for his report.

MR. H. J. CARR: In the notice of the annual meeting, each company member received a sheet of which I have a copy, showing two proposals to amend our By-Laws. The first is an amendment to Article 4, Section 7. I will read Section 7 as it will read if approved by the present meeting.

"Any member of the Canning Machinery & Supplies Association, who shall exhibit any machine, model or device manufactured by the member of the Association, or sold by him as a manufacturer's agent, or representative at any formal meeting of the canners other than the Annual Exhibit conducted by the Association shall automatically cease to be a member of the Canning Machinery & Supplies Association."

There is only one change in this Section and that is substituting the clause "other than the Annual Exhibit conducted by the Association," for the original clause "other than the annual meeting held under the auspices of the National Canners Association." The particular clause in our By-Laws has appeared in a way that it was never intended originally, and that is more or less tying our hands as to the location of our Annual Exhibit. Discussion has been carried on from year to year as to the desirability of one city or another. The official hands have been somewhat tied by this. The single objection here is to eliminate the tying down of our President when he discusses location. In other words, at the present time we say in effect to our President, when he confers with the presidents of the other associations, "You go in and draw your argument, but in any event, if the National Canners Association decides to hold their meeting one place, we will hold our Annual Exhibit." Probably there would be no chance of our holding it any other place, but the knowledge on the part of the presidents of the other associations that we are tied down in that way eliminates any effectiveness of our talk so far as location is concerned.

I hope that you have all read Article 4, Section 8. I will read it if anyone requests, but it is a rather long article. It replaces a comparatively short one which I will read: "Section 8. No membership shall be transferable. Termination of membership from any cause whatsoever, shall operate as a release of all right or title to or interest in the property and assets of the Association."

If you will note, the second sentence is retained as the closing sentence of the first paragraph of the amendment. In other words, starting here "Termination of membership from any cause whatsoever, shall operate as a release of all right or title to or interest in the property and assets of the Association," we propose no change, but the first sentence "No membership shall be transferable" has led to some of our members feeling that it was unfair. That condition is not as active at the present time as it was in the time of mergers and other activities of that sort.

The proposed amendment permits transfer of membership under certain conditions and under the same control that anyone can gain membership. If a member sells out his business to some other company, and that company is eligible for membership, the proposed By-Law will permit the transfer of that membership if the Board of Directors approves, in the same way that any new member is admitted. We feel that membership in this Association is an asset of that member, and if he sells his business or merges with a company that is eligible for membership in this Association, the new owner or controller should not be called upon to again pay an initiation fee. That is the single objective of the revision of Article 4, Section 8.

This has been prepared by our counsel and it is in good legal form. That is an explanation of the two proposals by the By-Laws Committee. I will be glad to answer any questions that I can.

MR. MAY: Are there any firms or corporations holding two or more memberships at the present time?

MR. CARR: That question perhaps would apply more directly to the Secretary.

PRESIDENT RYDER: Mr. Carr, the Secretary can answer that.

SECRETARY: No firm has more than one membership at the present time.

MR. CARR: This By-Law protects against that. In other words, realizing that that might occur, we specifically eliminated that possibility. In other words, if you are bought by two or three firms you cannot thereby obtain a multiple membership. Only one membership may be transferred.

I move, Mr. President, that Article 4, Section 7, be amended as proposed and set forth in the memorandum held by all members present.

MR. ST. JOHNS: I second the motion.

PRESIDENT RYDER: You have heard the amendment as read by Mr. Carr, which has been duly moved and seconded. What is your pleasure?

The question was called for.

PRESIDENT RYDER: Those of you who are in favor say "aye"; opposed. It is unanimously adopted.

We will now take up the second amendment.

MR. CARR: I move that we amend Article 4, Section 8, by striking out the entire Section 8 and substituting therefor the section set forth in full in the proposal which is held by all members at this meeting.

MR. DENGLER: I second the motion.

MR. ST. JOHNS: May I ask what becomes of the membership when two members, each holding a share of our stock, merge?

SECRETARY GORSLINE: May I reply to that? There is such a situation at the present time. Two members, the F. H. Knapp Company and the Standard Sealing Equipment Company, have merged into the Standard-Knapp Company. Under this By-Law the F. H. Knapp Company and the Standard-Knapp Company will jointly sign an application for them to form a new membership. The other member will resign or automatically will cease his membership.

MR. ST. JOHNS: That has a valuation of $400 or $500.

SECRETARY GORSLINE: That is understood when they come in. It is agreed that they do drop it when they come in.

PRESIDENT RYDER: You have heard the motion, gentlemen, which has been seconded. Are there any remarks?

The question was called for.

PRESIDENT RYDER: Those in favor will say "aye"; opposed. It is unanimously carried.

Under the By-Laws the Chairman has the duty of appointing a Nominating Committee. He takes the privilege of appointing on that Committee, Mr. Finch, one of our Past Presidents, as Chairman; Mr. Buchholtz, former Director; and Mr. Singer, a present Director, to take action under that By-Law.

Tribute to Mrs. "Dan" Trench

ALMOST pleasant incident, duty and pleasure moves me just now. I am getting to be one of the old timers. This is the thirtieth consecutive Annual Convention which I have attended. As I go down upon the floor of the convention, or as I move about and meet the throngs of convention attendants, I see a sea of faces with which I am not familiar, and there comes welling up before me the faces of those who were at one time in those thirty years in Association work, one after the other familiarly greeting me with extended hand, even though it be a shade, for they have been long on the other side.

One of those men was a pioneer as a manufacturer, as a publisher of canning news. For many years the paper under his auspices was conducted successfully. Now you all know that any nation-wide publication devoted to any special art or line of work may from time to time become most valuable as a reference for conditions that ofttimes may lead to litigation or otherwise. Access to the files of such publication becomes extremely valuable to individuals who wish to use it.

We have tried to obtain possession of files that will enable future generations of our Association to seek the early history of our industry. Finally, through the work of our Secretary, Mr. Gorsline, we have succeeded in obtaining from Mrs. Daniel G. Trench, whose husband we older people knew well and admired for his sterling quailty, integrity, determination, will power and the ability to say what he thought and stick to it, not right or wrong but when right, and gracefully yielding when shown to be wrong, the files of that publication, as was told you a few moments ago by our Secretary. They have come into our possession. Our Board of Directors passed a resolution thanking Mrs. Trench for that generosity. She is here today that you may greet her and that we may extend to her all due courtesy.

One of the old timers will, in behalf of our Association, present to Mrs. Trench that resolution. I will ask Mr. T. A. Scott to act for us.

MR. T. A. SCOTT: Mrs. Trench, it gives me a great deal of pleasure, as a former close friend of your husband, to present to you this engraving to show in a small way the kindly remembrance of your husband and also in appreciation of your very generous gift in presenting to our Association the copies of The Canner.

I don't know that there is anyone here who could take more pleasure in presenting you with this. I knew your husband intimately. I worked with him, and I worked against him, but

always with the result of a frienly handshake and work for the general good of the Association.

Mrs. Trench, this reads: "With grateful appreciation of the generosity of Mrs. Daniel G. Trench in presenting to the Canning Machinery and Supplies Association, early and treasured volumes of The Canner to form the nucleus of a reference library which may always be available to the members of this Associatoin.

"Be it therefore Resolved, That this gift made on January 15, 1932, in memory of the late Daniel G. Trench, who assisted in laying the foundation of not only this Association but the entire industry, be accepted with gratitude and placed in the safekeeping of the Secretary.

"That this be spread on the minutes of this meeting, copies be given to the trade papers, and a copy suitably engrossed be presented to Mrs. Trench."

Mrs. Trench, I take plasure in presenting this to you.

The audience arose and applauded.

PRESIDENT RYDER: It was not perhaps the privilege of quite a number of you to have known Mr. Trench. We older people of course did know him. I am going to ask you all who did know him, likewise those of you who did not know him but have heard of him, with me to rise a moment, and if it be possible for our telepathic thoughts to pass from this mundane sphere to his eternal resting place, I know if he could see his widow and his daughter, Mrs. Ford, receiving those resolutions, he would feel that we still had him in memory. Will you please rise a moment?

The audience arose and stood in silent tribute to the memory of Mr. Daniel G. Trench.

PRESIDENT RYDER: Mrs. Trench, it is a pleasure to have seen you once more. I am glad you may have something to preserve.

MRS. TRENCH: I thank you all extremely for this privilege. I perhaps have been to more conventions than anyone else in the room. My first one was in 1888, and I have been attending almost continuously ever since. I thank you all. (Applause.)

PRESIDENT RYDER: Right down here in one of the front seats sits a man whom I regard highly but whose presence since last Monday, every time that I have met him, has filled me with humiliation.

I am getting to be an old man and it is quite possible that I may sometimes forget things. I am going to take the opportunity to tell you gentlemen just how badly I abused this gentleman on last Monday. In the official program of the convention was a notice that one "S. M. Ryder, President of the Canning Machinery and Supplies Association," would deliver an address to the Brokers at this meeting. Unfortunately, Monday morning was a hectic morning for me. While in back of my head I was restless because I knew there was something I had promised to do, the hour came and went and your President did not do the honorable thing by the program last Monday. I take this opportunity of publicly stating to Mr. Millar that I am humiliated.

I offer no excuse, Mr. Millar. It is a mere explanation. There can be no excuse for a blunder of that kind.

Now, gentlemen, seriously, Millar and I have met infrequently but we have, at least on my part, met enjoyably. While I did not get my point in San Francisco, as I told you, Mr. Millar was well within his prerogatives, and I tried to gracefully yield to the situation.

Mr. Millar, it is a pleasure to have you with us to say a few words, if you will.

Mr. Samuel Millar, President of the National Food Brokers. (Applause.)

MR. SAMUEL MILLAR: I am not addressing your President directly at first, intentionally, for the reason that he has apologized to me on each meeting this week, and we have forgiven him. I object to one statement he made this morning and that is that he is growing old. That is only in years, not in intellect, and most surely not in the feeling of your hearts. The worst thing that I can wish to myself is that I never have any different position with the members of our Association than he has with you. I only hope that I can grow old gracefully and have the love of my fellow-man such as your President, Mr. Ryder.

Mr. President and Members of the Canning Machinery and Supplies Association: It is frequently said that politics make strange bed-fellows. Well, politics are in business, so the bedroom story has descended upon us.

The food broker has much in common with the wholesale grocer from whom he secures orders, the commission or brokerage from which keeps the family together and shoos the wolf away from the door, for the immediate present.

Likewise, the food broker has much in common and is closely associated with the canner, from whom he secures canned foods to sell to the wholesale grocer and other mediums of distribution, upon which the brokerage is computed, which, when received, permits the broker to gird himself and venture out boldly, even with the full knowledge that it may be a race for the door between himself and the wolf.

When your President, Mr. Ryder, invited me to come here, I at once looked about for the close contact and association between the members of our organization and yours, but not until my actual arrival, have I recognized our extreme close relationship.

You are that same gang, or, if you prefer, group of gentlemen, who frequently occupy the "dog house" with us. You know the way the canners speak of their favorite brokers.

Hearing it so frequently, we have fairly well come to the decision that we are responsible for all short crops, surplus packs, market declines, and faulty tariffs, not to mention smaller matters such as the Mediterranean fruit fly and the world depression. (Laughter.)

I have long suspicioned that there was another Ethiopian in the woodpile some place, and now I know. The members of our association who have had sufficient confidence in me to

S. M. RYDER
Retiring President
Canning Machinery and Supplies Association

select me as their president are indeed going to be very grateful and feel vindicated when I report back to them that it has not been us at all, but rather you who are to blame for these things.

How could we possibly be to blame, when we are the last in the chain before the distributor, whereas you are the first?

It is you who supply the seed, selling these canners very small amounts capable of such large yields as to cause overproduction; you who dig out the poor, unprotected canner whom you supply with machinery, selling same on competitor's prices and going into the bankrupt courts to get your profits, from which you can secure sufficient returns to build great additions to your plants.

It is you who are guilty of taking innocent-looking flat tinplate and shaping it into round cans and making blank paper into beautiful labels, the combination of which permits the canner to conjure into these attractive containers, products from which we get the abuse.

Gentlemen, feeling as I do today, if I could now only secure an invitation to address a bankers association, I should entirely liberate the broker and uplift our friend, the downtrodden canner.

Seriously, there is a great similarity in our work; that of service. The greater service we give, the greater benefit to the industry as a whole.

The honest food broker is constantly striving to do a better, bigger, more thorough and constructive job for his principal at no increased cost. These principals are your customers.

The members of our association are pledged to ethical methods of carrying on their business in a manner that will bring credit to the industry at large, and to their individual offices and our association in particular.

You gentlemen are to be congratulated for the vast amount of time, money and labor you have expended in research work in the fields, laboratories and shops, ever striving for improvement in that part of the industry you have chosen, and bringing that portion nearer to state of perfection.

Whenever a consumer makes the statement, as thousands do, that they can get a better quality product, a more tasty fruit or vegetable in a can than they can secure fresh, what a compliment to you!

The fact that the seed and nursery man has been successful in the developing of fruits or vegetables that, after being processed, brings out flavor and texture superior to the garden variety is indeed a real accomplishment.

SAM G. GORSLINE

Secretary

Canning Machinery and Supplies Association

That you gentlemen have developed methods of transportation for fresh fruit and vegetables, and machinery for the proper washing, peeling and handling in the plants as well as proper processing, sterilization, and can closing, is not generally understood by the buying public and therefore praise and appreciation which you have earned is seldom forthcoming.

You label manufacturers have artists who, if they were not in the commercial work, would in many cases be outstanding among those receiving the nation's appreciation, and mechanics and artisans who rival the jewelry trade.

The box manufacturer has done wonders in the development of a proper and artistic container for food products, greatly increased the sales appeal, and, at the same time, losing none of the essentials of strength and protection so necessary.

I could go on at considerable length in recognition of your marvelous contributions to the industry, but I appreciate you have other matters to which you must give your attention, so I shall be considerate of your time and ask that you accept greetings from the National Food Brokers Association, a group like yourselves, striving to give their best to an industry in which we are both so vitally interested. (Applause.)

PRESIDENT RYDER: Mr. Millar, from the applause, you can see that our people enjoyed your talk.

It is customary for the presidents of the allied associations at these conventions to visit each other's meeting and give a "How-do." Mr. Francis Harding is President of the National Canners Association. It is my pleasure to ask him to step up front and let you know that he is wide-awake, alive and onto his job.

Mr. Harding, we would like to have a word from you, please. (Applause.)

MR. FRANCIS HARDING: I am very grateful for the reminder that I am awake. (Laughter.)

When President Millar of the Brokers Association said a few minutes ago, "Feeling as I do this morning, if I could receive an invitation from the bankers association" to do something or other, I wondered how he really felt (laughter) after his own dinner last night.

Mr. Secretary, when you called me up and reminded me this morning that I was to come before you and say a word, I promised faithfully to say nothing but "Hello" and "Good-bye." I do want to say this in between those two things: I am confident, as I sit down and take stock of this convention as far as it has gone, that the National Canners Association has had an extremely helpful and constructive meeting here in Chicago. There are three very important measures which will assist the canning machinery and supplies industry and everything revolving around the canning business, that have been instituted and organized in such a way that they are going to move along, and they are going to move along fast. These things will be made clear as soon as the finished resolutions and committee announcements, and so forth, are prepared. I am not going to try to pre-judge them this morning.

Now, Mr. President, I have a rather painful message to give to you. It is a letter which was just handed to me by Mr. Gorrell, Secretary, addressed to you, sir. May I read it?

"Dear Mr. Ryder: You asked me to look in on your meeting this morning, and I had every intention to do so. Unfortunately, however, I have contracted a very bad cold, and I do not feel it would be fair to inflict myself on your members.

"Will you please extend to your members my sincere congratulations for the wonderful machinery exhibit that they have brought to this convention?" May I add mine, too, Sir? "It is educational in character and is just another evidence of the initiative which the Machinery and Supplies Association has always shown in doing its part toward making possible better and better quality for canned foods.

"Sincerely yours,
"FRANK E. GORRELL, Secretary."

(Applause.)

PRESIDENT RYDER: Harding is a New Englander. He comes from near Boston, but I antedate him. I come from where the compact of the Mayflower was organized or originated. Harding sails a boat; I used to. He tells me he is going to have me come up to his summer home next summer, and he is going to put the lee rail clear down so that the centerboard box will be under water, and show me what real sailing is. I am going. It may be "good-bye" to both of us. (Laughter.)

Our Directors acquiesced in the wishes of the Publicity Committee, and appropriated a certain sum of money whereby the literature such as you received in the pamphlets distributed here during this week, has been or will be sent to every canner, broker and others who are vitally interested in our industry. Mr. Ross, of the firm of Fuller, Smith & Ross, is with us this morning to give us an outline as to what that publicity campaign really means, for while some of it has already been published, there is still more to come. I doubt not but that you will be interested to know what that is, and Mr. Ross is the man who can give it to us. (Applause.)

MR. F. J. ROSS: On a journey made some years ago between Chicago and Minneapolis, I fell in with a gentleman in the smoking compartment. In the course of conversation the question of public speaking came up. It seemed to be something that interested him quite a good deal. He finally very seriously said, "I will tell you, any time you have to make a speech don't apologize for your inexperience. Don't say that you have come unprepared, even if you have, but just tell them this story:

"A clergyman one Sunday morning rose in his pupit and addressed his congregation in some such words as these: 'My dear friends: I am now called upon to preach the usual Sunday morning sermon, but I am compelled to tell you that during the past week I have been extremely busy, not only with those joyous occasions called weddings, and those sentimental ones which we call christenings, but, I am sad to say, with many funerals. I have been so occupied this past week that I have had no opportunity to prepare my sermon for this morning. You will just have to take the words which the good Lord puts into my mouth. But come around next Sunday and you will hear something worth while'." (Laughter.)

Mr. Ross then unfolded the advertising plan as given in Monday's Session.

PRESIDENT RYDER: Owing to conditions that have arisen, I am going to change the order of procedure and have the new business come after the election of officers rather than before. I will ask Mr. Finch, the Chairman of the Nominating Committee, to give the results of the deliberations of that Committee.

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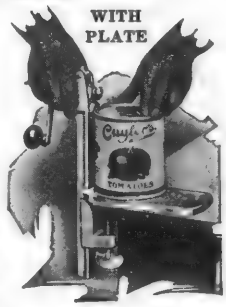

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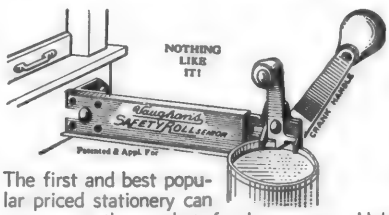
especially designed for large institutions where speed, simplicity, ease of action and dependability are essential. Adaptable to any type or shape of can. Eighteen outstanding features make these the greatest Values on the market.



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The World's smallest and most durable can opener. Cuts the tops out of round, oval and square cans with ease, leaving smooth rolled edge. The World's Biggest Seller and a marvelous premium item.

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MR. FINCH: The Nominating Committee met, and we are pleased to report as follows:

For President:
Mr. Fred K. Taylor, Industrial Sales Manager and Director, Taylor Instrument Companies.

For Vice-President:
Mr. H. J. Carr, Vice-President of the Anchor Cap and Closure Company.

For the two Directors to be elected for three-year terms:
Mr. George Kroha, Vice-President in Charge of Sales, Pfaudler Company.
Mr. Thad Searle, General Sales Manager, Continental Can Company.

To serve the one-year term:
Mr. John S. Algeo, General Sales Manager, Hazel-Atlas Glass Company.

PRESIDENT RYDER: You have heard the report of the Nominating Committee. Is there a second?

MR. MAY: I move the adoption.

MR. ST. JOHNS: I second the motion.

PRESIDENT RYDER: Before I put the question I wish to state there is a very wise provision in our By-Laws that permits the nomination of candidates for any one or all of these offices direct from the floor. That, as I say, is a very wise provision, for sometimes it is quite necessary that such a condition be called for. Without it, of course, there could be a charge laid against a so-called slate or clique or what-not. So I now give opportunity for anyone to nominate for these offices as you members may wish.

MR. OGDEN SELLS: I move that the nominations be closed and that the Secretary be instructed to cast the ballot.

MR. BENGSTON: I second the motion.

PRESIDENT RYDER: You have heard the motion that the nominations be closed, and it has been duly seconded. Are there any remarks? Those in favor say "aye;" opposed. It is unanimously carried.

SECRETARY GORSLINE: Mr. President, I cast one ballot for F. K. Taylor as President, H. J. Carr as Vice-President, George Kroha to fill a three-year term as Director, Thad Searles to fill a three-year term as Director, and John Algeo to fill the unexpired term of Mr. Howard Turner, for one year.

PRESIDENT RYDER: I would like Mr. Taylor to rise. (Applause.) You all know him. It is needless for me to say anything of him or about him or to him. But I do wish to say that there isn't a more modest man in the city of Chicago today than our Mr. Fred Taylor of the Taylor Instrument Company. Yet that same modest man, to my certain knowledge, ever since he has been a member of our Association, representing his large organization, has attended every one of our annual conventions and has always had enough of that very short, four-letter, cross-word-puzzle word beginning with "g" and ending with "s" to say what he thought and to think what he said.

Somebody said that seventy-five per cent of the mistakes that men make are made because they do not know what they think they know. I will go farther and say that all the mistakes that men make are made because they think they know that which they do not know. But I have always found Fred Taylor, if he made a mistake, to be man enough to admit it, and he was always open-minded and frank in discussion, free in expression, ready in words. During my intercourse with him for the past five or six years on the Board of Directors, and as your presiding officer, he has been a most efficient individual, and you have never elected a man who, in my estimation, stands higher than Mr. Taylor. (Applause.)

I wanted to pay tribute to him because it was I who pushed him into the arena. It was I who nominated him as Director. He has come to me personally and begged off the very job you have given him. In my judgement, that is the kind of man we want, and we have got him. He is going to make a good President.

Fred, I am going to ask you to delay taking the chair for a few minutes.

Mr. Carr, will you stand a moment?

I have, I hope, not a eulogy, but I do want to say something about our Mr. Carr. (Applause.) Mr. Carr has been not a war horse, not a steed for affray, but he has been a working horse, and he has been a most loyal Director and has given most excellent results. As your President I am particularly pleased that you have selected him. You have two good men in those offices.

Now our three newly elected Directors, will they please stand so we may look at them? (Applause.) Of course, you all know that I had a hand in that Nominating Committee. I want to tell you what kind of hand I had. I am going out of office, so it doesn't make any difference. I had this much of a hand. I consulted every member of our Board of Directors and some others. I asked them to give close and careful consideration as to what this Association needed as Directors, and to recommend at our meeting, which we held here this week, who they thought would make good timber for those positions.

We took our Association, and we tried to divide it into classes. We tried not to get close competitors in business, on the Board at the same time. That is why we have a Hazel-Atlas Glass man, a Pfaudler man, and a Continental Can man. The American can man, Kellogg, goes off the Board this year.

The American Can and the Continental Can and one other of the steel companies are largely financing this publicity campaign you heard of.

So our Board gave consideration to the matter and their choice was recommended to the Nominating Committee.

Mr. Finch, I promised you a few minutes under the head of new business. Are you ready to talk?

Every-Other-Year Exhibits

MR. FINCH: It may not be very proper to suggest this, but I want to bring it up, not that we want to act on it immediately, perhaps we never will. But there is some talk of having an exhibit every other year. I realize in presenting this thought that there are a great many of our members who do a very large business at the Canners Convention, and they plan for it. They advertise for it, and they expect their salesmen to bring in their customers and show the machines. This applies more to the machinery lines than others.

In our own company we exhibit at the National Chemical Show. For a great many years we had a show every year in New York at the Grand Central Palace. It was very expensive and cost a lot more than this one. We had very large crowds. I think last year we had something around 25,000 people pass through the Grand Central Palace during the week. All of those people had to register, had to represent some concern, not just be a street car conductor and come in and see what was going on.

Several years ago we tried having it every other year. The results have been so beneficial to us that I am just wondering whether they might not be for this organization. We found last May at the show, while we occupied the same space we always occupied, while our exhibit doesn't change very much from year to year, people came in and they were interested. They saw the same thing they had seen before. but it looked new to them. The results of that exhibit in New York were better than any other two years combined, in sales secured.

I am wondering as I sit down in my booth—of course, we have been here every year for five years; people come downstairs and look at my booth and say, "Same old stuff, same proposition"—whether we would not get better results if we had it every other year. I present that for consideration.

PRESIDENT RYDER: Are there any further remarks on that subject?

Now, Mr. Taylor, the time has come for me to turn over to you whatever prerogatives and privileges I may have acquired, or otherwise, during the past year. Rather than asking someone else to escort you to the chair, I have assumed that privilege myself. While I am talking directly to you, I am likewise talking somewhat to our audience, the men by whom you are or will be measured, but men whom I have found are absolutely loyal.

While I may have been guilty, as you probably know I have, of some slight delinquency or other, and maybe I have deserved censure, I know not that I have ever found a critical condition existing among our fraternity. They are loyal supporters, and anything that you and your Board of Directors do will receive the hearty support of the entire membership, I fully believe. Criticism is right. Without it we might go badly astray. I hope you will get some of it, because I got some of it.

Fred, it is very good to have you take the chair. (Applause.)

President Taylor took the chair.

PRESIDENT TAYLOR: Mr. Ryder, I hope that I can soon learn to forgive you for what you have done to me. You gentlemen are equally culpable because it was your prerogative to accept the nominees or reject them as you saw fit.

You are witnessing my first inauguration address. It will be the shortest on record. No man, unless his emotional sensibilities have been frozen or paralyzed, could be placed in a position like this without a feeling of pride, joy, gratitude and, in my case, the overwhelming emotion is perhaps one of fear.

I shan't say much as to how I regard the honor you have given me. It is a very high honor. I appreciate it. It means hard work and sacrifice, and I am going to bring that thought to you regarding all of your Directors and your officers. This

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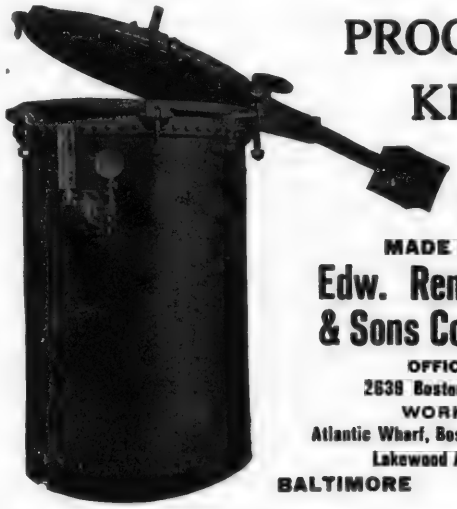
Equipped with all the latest improvements. Strongly and accurately made. Has been used for years with perfect satisfaction.



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BOZEMAN, MONTANA

is a labor of love, absolutely nothing but that. There is no compensation except the satisfaction of a job well done or done as well as we can do it. I shall make mistakes. I expect to make mistakes. That perhaps is a safety feature with reference to a man's job, the fact that he knows he is going to make mistakes. Your Board and your officers will make mistakes. But bear in mind that if you choose to criticize or find fault with what your officers and Board do, you simply heap calumny on yourselves because, after all, this is your doings. I am now what you made me, and that applies to all the men on the Board and to your other officers.

Just a word to the new Directors. I don't know that this has been the customary procedure, as Mr. Ryder has outlined the policy that has been followed. I think it is a very wise one, and that is that the Directors are selected by the Nominating Committee from among the various branches of the industry. I think that is exceedingly wise and fair. After having determined the companies or branches from which those men shall be picked, the individuals are then selected.

You gentlemen, the three new Directors, especially, I have reference to, have been hand-picked and culled. You have had placed upon your shoulders an obligation by the members of your Association. They expect results from your wisdom and your work. I might tell you gentlemen that each of the candidates, before he was placed upon the nominating ticket, had been approached and asked, "If your name is presented, and if you are elected, do you understand the meaning of such an act upon the part of the Association? It will call for some self-sacrifice, sacrifice of time and effort." Each man has committed himself to that very sacrifice.

I congratulate you gentlemen on the splendid Board of Directors you now have, if I may be permitted to leave myself out of it. Thank you very much. (Applause.)

MR. BUCHHOLTZ: Mr. President and Members of our Association: "Again the time is at hand to express our appreciation and admiration to one who has served with us, and for us, these many years. We count not only his service as our President, but consider his earnest endeavor and outstanding leadership for over a quarter century.

"Much of our success as an organization may be attributed to his work. Much of the respect and esteem that our organization enjoys is due to his straightforward thinking and boundless enthusiasm.

"In recognition of these facts, and with our heartfelt thanks, be it therefore

"RESOLVED, That the appreciation of the Canning Machinery and Supplies Association be suitably conveyed to our retiring President, MR. STEPHEN M. RYDER, with our profound gratitude for his service in the past, and the hope that our pleasant association may be continued for many years to come.

"That this be spread on the minutes of this meeting, copies be given to the trade papers, and a copy suitably engrossed be presented to Mr. Ryder."

PRESIDENT TAYLOR: Gentlemen, you have heard the resolution. Is there a second?

MR. BURTON: I second the motion.

PRESIDENT TAYLOR: The resolution has been made and seconded. What is your pleasure?

The question was called for.

PRESIDENT TAYLOR: Gentlemen, I think it would be appropriate if we might carry this by a unanimous vote. All in favor of this resolution will please rise. It is carried unanimously.

MR. BUCHHOLTZ: Mr. President and Members of the Association: There is another matter to be brought up at this time, and fittingly so. We elect a President each and every year, as is customary, he serves our Association for two terms. In electing such a member, we feel that we bestow upon him a great honor; indeed, it is a great honor. I know that all of the Presidents that we have had have so considered that they have been honored.

There is more to the position as President than mere honor. There is responsibility; there is the work, the time devoted to it. Again, there are the worries and the cares. In compensation, in a small way, this Association has given to each retiring President a little gift, a gift not so valuable in dollars and cents, but it takes with it the appreciation of our Association as a small compensation for that work done.

Mr. Ryder is one of the old pioneers in this Association. He has worked for it for years, and for the last two years has served us as our President. I know of no retiring President who will be more proud to receive a gift in recognition of his service than Mr. Ryder as a token of our appreciation.

Mr. Ryder, in behalf of this Association, I not only present to you this resolution engrossed, but the gift that comes from the heart of all the members of this Association. (Applause.)

(A beautiful watch and fob were handed Mr. Ryder.)

PAST PRESIDENT RYDER: Mr. Buchholtz, Mr. President, and Members of the Association: I do not know that there ever has been a time in my life when I have been lost for words, and I am not lost for words now. But when it has become my painful duty to write a note sympathizing with some bereaved sufferer, I can never think of but three words, practically four words, which cover it all and convey to him or her who has an understanding heart, all the sympathy that a multitude of words might convey. Those four words are: "It is too bad." Words ofttimes are inadequate. It is only the pressure of the hand, the glint of an eye, the uprearing of a downcast chin that can convey the full intent and meaning of the individual.

Now there are another four words that are ringing in my mind, and those words are: "It is very well." Do I appreciate it? Yes. I am one of those individuals who dislikes adulation, who dislikes a multitude of adjectives and what-not.

SECRETARY GORSLINE: The engraving in this watch reads: "Presented to Stephen M. Ryder by the Canning Machinery and Supplies Association in appreciation of his years of faithful and constructive service."

PAST PRESIDENT RYDER: I told you I am not lost for words; I am not. Words are dead easy. I have enjoyed the work. I hope that some of you have enjoyed times with me; I know some of you have had the reverse experience, but it is all over, and there is nothing but a memory. Let us remember the better parts of each and all of us.

I thank you from the bottom of my heart. (Applause.)

PRESIDENT TAYLOR: Gentlemen, there is no further business on the program this morning. Therefore, it is in order to move that we adjourn this meeting. Is there a motion to that effect?

MR. MILLAR SELLS: I so move.

MR. ROWLANDS: I second the motion.

The motion was put to a vote and carried.

The meeting adjourned at eleven fifty-five o'clock.

WAREHOUSING

Field and Metropolitan warehousing, the first merging into the latter if desired.

FINANCING

Loans arranged thro' affiliated organization at lowest rates consistant with collateral available.

SERVICE

General information, available thro' wide spread contacts with producers and consumers, a service we offer to clients.

GUARDIAN WAREHOUSING COMPANY
222 West Adams Street
Chicago.

POWDERED APPLE PECTIN

SPEAS-NUTRL-JEL

NEUTRAL IN COLOR AND FLAVOR

Write or Wire for Samples and Prices

SPEAS MANUFACTURING CO.

Kansas City, Mo.

Licensed under Patents 1,646,157, Oct. 18, 1927; 1,655,398, Jan. 3, 1928; Application 166,020 Feb. 4, 1927.

ROGERS "F."

ROGERS "F" is one of our outstanding new originations—look it over.
The sturdy vine—length, just right.
The beautiful pods—how thickly they hang, running strongly to doubles.
Best of all, from both parents this pea inherits real Quality—*Blood Tells!*

ROGERS BROS. SEED COMPANY

1876 ***Originators*** ***1932***

CHICAGO, ILLINOIS

Meetings of other Associations

at Chicago, week of January 25th, 1932

THE THIRTY-NINTH ANNUAL MEETING OF THE NATIONAL PICKLE PACKERS ASSOCIATION

Held At the Palmer House, Chicago Wednesday Morning, January 27th, 1932, at 10 o'clock

OVER one hundred and twenty-five were present at the meeting.

Upon motion duly made and seconded, it was unanimously passed that the reading of the minutes of the previous meeting be waived.

President Ballinger asked that the membership rise and stand silent while Mr. C. J. Sutphen read resolutions of sympathy upon the death of Mr. Claus S. Claussen, President of C. F. Claussen & Sons, who had long been identified with the Pickle Industry.

President Lees Ballinger next read his annual address.

In his talk, he said:

"I do not now have the slightest doubt that the bottom of the depression here has been reached and passed. I believe we are slowly climbing the hill again, and that soon it will be apparent to all of us that real progress is being made. There is a well proved economic law that when business is so inflated that an area is built above the normal line of prosperity, there must sooner or later be built a similar area below the normal line of prosperity. That area below the line is not yet sufficient to balance the years of abnormal prosperity above the line, but we have started off the bottom of the depression area, and we are on the way to the line of normal prosperity, and, in due time, we shall reach that line."

Mr. C. J. Sutphen read the Treasurer's Report showing his receipts and disbursements for both the general fund and the advertising fund.

The Secretary read a report of Salt Stock and Dills on hand, as of January 1, 1932, and discussed its relation to the industry, with comparisons as to other years.

Report of the Advertising Committee

Mr. C. M. Walters, Chairman of the Association's Advertising Committee reviewed for the members present the activities of his Committee during the last year. He told of the purposes of the Advertising Campaign and the methods used for accomplishment of that purpose.

"Our radio broadcasts over the National Broadcasting Company constituted one of the greatest and most comprehensive hook-ups in the entire food fields," stated Mr. Walters.

"The publicity program has been carried out and has done a real job for us. Food writers in food journals and women's magazines have published favorable articles on Pickles. Thirty cents out of every dollar spent in this country is spent for food. You must have faith in your product and the vision to make use of the opportunity which our advertising effort presents," stated Mr. Walters.

"Trade paper advertising has been carried along throughout the campaign in an effort to get pickles up front and to cause the retailer and the chain store to feature and display them more prominently. We have not only the task of making the consumer pickle conscious but the wholesaler and retailer as well."

Mr. Walters urged members to pack products of which they would be proud; products that would merit the confidence of the consumer and to capitalize on the money being spent for advertising.

The Association is to carry on the publicity and trade paper advertising during 1932.

President Ballinger stated that he wanted to again express his appreciation and thanks to Mr. Alexander Rogers for the great help and counsel he had given to the advertising program. He then asked Mr. Rogers if he would not address the Association.

Mr. Rogers stated that his desire was to see the members get more benefit as a result of the advertising and to make the returns more direct. He suggested that one thing that members could do to accomplish this was to get more articles featuring pickles in their local papers. If approached, the local editors would be glad to make use of the articles as no brand names are mentioned.

Mr. Rogers stated that during the year more frequent trade paper ads would appear and suggested that members take reprints of the ads and send them out to their salesmen and distributors.

The Secretary read the names of six firms who had made application for membership in the Association since its last meeting.

Mr. Fry of the Blandford Pickle Co. suggested that farmer paper might be eligible for rediscount at the Federal Reserve Bank. Upon motion duly made and seconded, it was passed that this matter be referred to the Executive Committee. Mr. Fry stated that he would write the Committee in further detail.

Mr. L. E. Balza stated that he had given considerable thought to the matter of research within the industry. He asked members to think it over and he would bring the subject up again at the next meeting of the Association.

Election of Officers

The following were elected to hold office during the year 1932:

G. S. Callender, President (M. A. Gedney Co.), Minneapolis, Minn.

W. S. Fellows, Vice-President (Squire Dingee Co.), Chicago, Illinois.

C. J. Sutphen, Treasurer (C. J. Sutphen & Co.), Chicago, Ill.

J. E. Mitchell, Secretary, Chicago, Ill.

President Ballinger was given a rising vote of thanks by the members in an effort to express in a small measure their appreciation of his three years of able leadership and untiring service to the Association when he relinquished the chair to Mr. Callender.

Mr. Callender, in accepting the chair as President, expressed his thanks to the members for the confidence reposed in him and stated that he desired to keep in close contact with the activities of the Association and expected to make monthly trips to Chicago for conferences with the Executive Committee. He stated that he was naming Mr. Ballinger as Chairman of the Executive Committee that the Association might continue to have the benefit of his good work, and that he was extremely fortunate in having Mr. W. S. Fellows as his Vice-President.

President Callender referred the matter of Standards to the incoming Executive Committee to consider in co-operation with the Standard Committee of the Pickle Manufacturers Society.

A general discussion was had with reference to acreage, Salt Stock on Hand, and other matters of general interest to those present.

President Callender appointed the following as members of the Executive Committee, which appointments were approved by the membership.

Lees Ballinger, Chairman (Keokuk Canning Co.), Evanston, Illinois.

L. W. Hathaway (Budlong Pickle Co.), Chicago, Ill.

C. M. Walters (Libby, McNeil & Libby), Chicago, Ill.

F. O. Brown (Squire Dingee Co.), Chicago, Ill.

Lewis Sherman (Holsum Products, Inc.), Milwaukee, Wis.

E. S. La France (Pepin Pickling Co.), Winona, Minn.

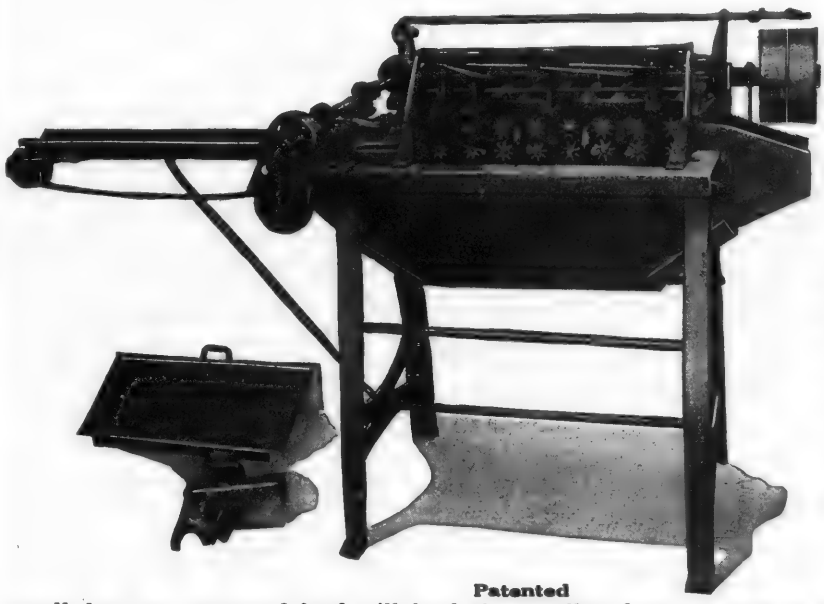
C. J. Sutphen (C. J. Sutphen & Co.), Chicago, Ill.

G. S. Callender, President (M. A. Gedney Co.), Minneapolis, Minn., and Joseph E. Mitchell, Secretary, Chicago, Ill., serve as ex officio members of the Committee.

Meeting adjourned at 4.30 P. M.

The Morral Corn Cutting Machine

For Either Cream Style or Whole Grain Corn



Patented

The illustration shows the MORRAL CORN CUTTER arranged for cutting Cream Style Corn.

WHOLE GRAIN CORN. We are building our cutter with attachments for cutting whole grain corn and it will cut the small ears and nubbins as well as the large ears and has greater capacity than any other whole grain cutter. If you are interested in cutting whole grain corn it will pay you to write for samples of corn cut by our cutter together with further information.

GOLDEN BANTAM CORN. Golden Bantam corn is the hardest corn to cut as the ears are very small, but our patented feed will feed the smallest bantam ears as well as the largest ears. We furnish special knives for cutting Bantam corn so that when the cutter is equipped with small curved knives the cutter will cut the small Bantam ears as well as larger ears of corn.

POSITIVE FEED. The Morral Corn Cutter has a new patented feed which has proved to be the most positive feed of any in use. Therefore, it has the greatest capacity of any cutter in use.

PORTLAND PACKING CO.
PORTLAND, ME.

October 16, 1930.

Morral Bros. Co.,
Morral, Ohio.
Gentlemen:

On the four Morral cutters which we bought from you this year and installed at our plant at Fairfield—we will say that they are the best cutters for cream style Golden Bantam corn that we have ever used; they do not plug at all; give a good clean cut and the depth of kernel can be varied to whatever depth one wishes. We want you to know that this is a most satisfactory machine.

Yours truly,
PORTLAND PACKING CO.

WDM.

December 30, 1929.

Morral Bros.,
Morral, Ohio.
Gentlemen:

We have used the Morral Whole Grain Corn Cutter, and we secured good results. We do not see what more one could expect of a Whole Grain Corn Cutter.

The Morral machine has unusual capacity, and operation cost and upkeep is very nominal. It is a pleasure to commend your Whole Grain Corn Cutter, and at any time we shall be glad to give you our strongest testimonial.

Yours truly,
WARRENSBURG CANNING COMPANY.
By L. A. Sears, President.

LAS:MC

Manufacturers
Corn Husking Machines
Corn Cutting Machines
For Maine Style Corn
Whole Grain Corn Cutters
Labeling Machines
And other Machinery

Morral Brothers

Morral, Ohio

BROWN BOGGS FOUNDRY & MACHINE CO., Ltd.

Hamilton, Ont., Canada
Sole Agents for Canada

MEETING NATIONAL PRESERVERS ASSOCIATION

Congress Hotel, Chicago January 25-26, 1932

By DANIEL R. FORBES, *Counsel*

DESPITE the small attendance the recent Chicago Convention was worth while. All who were there have a better understanding of conditions. It was surprising to encounter a degree of optimism for the coming year. Not for immediate good times but rather for a completion of liquidation and a resumption of pricing at a profit.

The expectation seems to be that if the weather does not curtail the new pack of fruit the difficulty of financing the pack will produce the same result. Home-made preserves and jellies cannot last forever. Neither can sales at a loss. Consumption figures demonstrate beyond quibble that the present low prices are not increasing consumption. Then why are they continuing? The answer seems to be that certain large retail outlets are fooling themselves, and our members have not the nerve to refuse business that does not show a profit.

The outstanding accomplishment of the Convention was an agreement between our association and the West Coast barrelers on a standard grade for preservers' strawberries. Grades for other fruits will follow.

For several years both this association and the barrelers have been working toward a standard grade that would represent the high quality demanded for good preserves, and which would be just as definite and enforcible between buyer and seller as the standard grades of canned vegetables, cereals, etc. At present, as we all know to our cost, there is a gamble on every barrel. It is a case of "know your packer," instead of know your berries." With standard grades made official through the Department of Agriculture we would have a definite measuring stick of quality—a delivery would either be up to grade or not acceptable. Conversations have already been opened here in Washington on the subject and we can have official grades when we are ready for them. The barrel packers want standard grades just as much as we do. In fact the packers brought to Chicago a definite proposal and before they left our committee and theirs produced the enclosed form of standard which the packers' committee signed as an accomplished thing. The packers, with such a standard grade, can buy fruit from the growers on the basis of the grade, and reject fruit which does not make the grade. That is one reason the packers need the grade as badly as we do. It is an admitted fact that growers bring good fruit to scrupulous packers and low grade fruit to packers who are not so scrupulous. As there is an over-production of fruit, normal requirements can be supplied with graded quality. The preserver need only specify the standard grade to get it.

The enclosed standard grade is not necessarily in final form. Both parties to the agreement realize that the 5 per cent tolerance for defects is an empirical figure which represents the best present judgment but subject to verification by actual test. This is your standard grade, for your protection, and you need to be sure it is fair to you and to the packer. Even when made a U. S. Official Grade it can be changed to meet new conditions, or upon new information.

We would like to have every preserver take samples from at least ten barrels of cold-pack fruit and examine these samples for the defects that are outlined in the proposed specifications. Let the samples taken represent as many different lots as possible. It was suggested that preserve manufacturers could take samples from barrels of berries as they are being used in the factory. A tentative procedure for taking samples is as follows:

Completely thaw the barrel and carefully mix contents by rolling. Take at least four or five samples of the size of a No. 10 tin from the barrel. In the taking of these samples it is suggested that one sample be taken from the top portion of the barrel, then about one-fourth of the contents of the barrel removed and another sample taken, then another portion removed and another sample taken, and so on. These samples should be weighed and run over a table and the defects or defective berries sorted out and the defects weighed.

The defects to be sorted are:

1. Green Berries (a berry is green if one-third of the berry is green or white).

2. Caps (berries with one-half cap or more to be separated; add to and weigh with the defective berries a berry of average size for each free cap found. One-half cap or more is to be counted as a cap).

3. Overripe and Soft Berries ("soft" means that the berry will become mushy and break up in ordinary working process).

4. Dried Berries (tough berries, excessively seedy and often shriveled).

5. Cut Berries (berries which have been cut in capping or grading).

Each type of defective berries should be weighed separately and reported, together with a count of the number of pieces of debris, such as sticks, stems and other foreign matter. Color should be normal for the variety and reported. Weights of the whole sample as taken from the barrel (including syrup and sugar) and weights of the defective berries sorted out should be accurate to the quarter ounce. With the report, as above described, report the variety, the name of the packer, and, if possible, where and when the fruit was packed. In the case of each test report if pack is 2 plus 1 or otherwise.

Please make these tests and report to the Washington Office as soon as possible.

Mr. Schnier, having been made Vice-President of his company, found it necessary to refuse nomination for the presidency of the association. Mr. E. C. Edwards, of the Za-Rex Company, was thereupon unanimously elected our President. Mr. Barnes, of Wheeler-Barnes Company, was re-elected Vice-President, and Mr. Lathrop re-elected a member of the Executive Committee. Mr. G. A. Beddell, of Preserves and Honey, Inc., and Mr. L. E. Whipple, of the Whipple Company, succeeded Mr. Bradley Gardiner and Dr. H. B. Eigelberner whose terms as members of the Executive Committee expired.

SPECIFICATIONS FOR PACKING OF COLD PACK BERRIES AS ADOPTED BY THE NORTHWEST FRUIT BARRELERS ASSOCIATION IN CONVENTION AT SEATTLE, WASHINGTON, JAN. 6, 1932

1. All containers marked or purchased as of a certain variety shall be guaranteed true to name—for example: Straight or 2 plus 1 Cuthbert Raspberries or Marshall Strawberries, or other varieties, shall mean 95 per cent or over of the variety named.

2. All barrels shall be new, six hoop, paraffine lined, made of fir or other suitable wood.

3. All cans used for containers and storing of berries shall be enamel lined suitable for acid fruits.

4. All packing plants shall be kept in a clean and sanitary condition, according to the State Sanitary Code. No packing in open fields, open sheds or barns, or within 100 feet of any barn, cesspool or refuse dump.

5. All berries that are four-fifths colored, in good condition, practically free from sun or vine dried or partially dried, free from over-ripe or under-ripe fruit, free from visible mold and foreign substances, such as sand, dirt or trash, practically free from hulls or stems, well matured and colored for the variety and packed as soon as possible after picking, shall constitute No. 1 cold pack goods. A tolerance of 5 per cent (by weight) of inweight of fruit for all defects shall be allowed, but no tolerance shall be allowed for moldy, wormy, mildewed, or decayed fruit, and no one defect shall constitute more than one-half of the permitted tolerance.

6. The sugar used for these purposes shall be white granulated standard sucrose.

7. All berries must be in cold storage approximately twelve hours after packing at a temperature of not higher than 15 degrees F. Berries to be chilled or frozen sufficiently to carry them in iced cars without danger of fermentation. All berries must have been so picked, packed, and stored as to length of time and temperature, so that no softening or fermentation might occur due to time, temperature, picking, packing or storage.

8. All barrels should be filled approximately as follows: (2 plus 1): 150 lbs. sugar to 300 lbs. fruit, making a total of 450 lbs. (Straight berries): 375 lbs. berries.

9. Neither ice nor water, nor sugar in solution or anything other than fruit and/or white standard granulated sucrose shall be added.

10. On sugared berries, sugar and berries to be weighed and not to exceed 1 per cent variation in sugar to be allowed.

11. All strawberries shall be washed in fresh clean water, then properly drained before emptying into containers. All other fruits when dirty shall be so washed.

12. All containers must be marked, stating when and where packed.

13. The weight mark on barrels is to be the guaranteed inweight, and the tare the guaranteed tare of containers before filling.

The new TOWNSEND is IT!

That is what everyone said who saw it at the Convention and we admit it.

The FIVE IMPROVEMENTS give what packers have been looking for: - - - - - - - - tremendous capacity and the durability to keep it up; also a better quality of cut than any other Bean Cutter of commercial capacity.

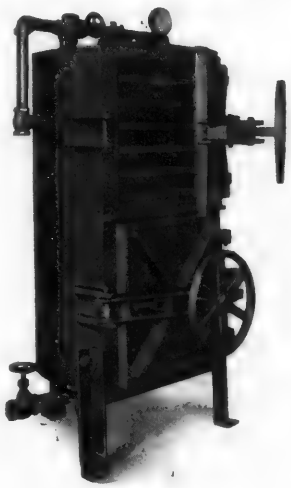
Let us tell you in detail how the TOWNSEND is the answer to YOUR problem, WHETHER YOU CUT BEANS OR ASPARAGUS, CELERY, ETC.

BURTON, COOK & CO., INC., ROME, N. Y.

(Or, you can order through your jobber)

NEW TOMATO PEELER

Peels Tomatoes automatically!



The Berlin Chapman Tomato Peeler not only peels tomatoes, but automatically helps you sort good from poorer quality tomatoes. Seed calls are not broken down as in hand peeling.

Simple in operation. The tomatoes are put on trays in the machine and the skins removed from the tomatoes while on this tray. The trays are then removed from machine and the tomatoes lifted out of skin which clings to the tray.

Capacity to suit any size plant. Large or small.

BERLIN CHAPMAN CO., BERLIN, WIS.

BERLIN CHAPMAN CANNING MACHINERY

A Single Unit or A Complete Canning Plant

•This machine has been designed and developed for 1932, never offered before.

Let us submit our prosposal.

Write us.

14. The term "field run" applies to berries that will go over a five-eighths-inch mesh screen. A tolerance of 5 per cent for berries smaller than five-eighths-inch shall be allowed. Berries must be graded over a slat or hole grade. This definition shall be known as No. 1 cold pack Marshall Strawberries.

15. No. 1 Marshall Strawberries may be graded in three distinct sizes as (1) field-run berry; (2) under the term "Medium Grade Berry," applying to berries that have been graded, and all berries under five-eighths-inch and over one and one-quarter-inch diameter eliminated; (3) all berries over one and one-quarter-inch should be known as "Special large graded berry." Any of these sizes shall constitute No. 1 cold pack Marshall Strawberries unless otherwise specifically specified in the contract.

NORTHWEST FRUIT BARRELERS ASSOCIATION.

W. G. ALLENS, Chairman.
E. M. BURNS, Secretary.
R. D. BODLE.
W. P. McCAFFRAY.

Amusements

WHEN business interferes with pleasure, cut out the business, used to be an old maxim, and while this Convention did not exactly do that, it did seem to enjoy its amusement features with less restraint at least than was shown, for instance, in the inclination to buy. One humorist depicting this condition before an assembly, said that whereas in former years it probably averaged a case to the conventionite, this year it did not amount to more than a half pint. If that were so, they made the half pint go as far as the mythical case, and probably had a better time, because that's all there was of it.

The Old Guards

THE first formal occasion of the Convention took place on Sunday evening, at 7:30, in the Tower Ballroom, where the rapidly growing Old Guard (and naturally their numbers are growing with age) assembled for their annual conclave and get-together meeting. This year 218 sat down to the banquet after having mingled with and renewed old acquaintance for an hour or so on the floor below. This is a gathering where business is absolutely taboo. Customers and competitors lay aside their usual feelings and grasp hands in genuine friendly greeting and wishes.

As the banquet progressed an impromptu cabaret show was put on and staged by the mmebers.

The Harmony Quartet with their banjoes and guitars and accordians enlivened the occasion with tuneful songs, a specialty of which was to surround a table, and where a State song was called for, to render it in splendid harmony. That is the remarkable thing about this group of singers; they were able instantly to sing any song called for, and always the table full of State representatives joined in lustily.

Ex-President Harry (Pop) Kronau, 82 years young, gave an old-time cakewalk and a very realistic imitation of a monkey, to the tune of the one-man band played by "Jake" Rutter, 74 years young, and most of that time spent as an expert processor. Mr. Rutter played a mouth organ while he picked a banjo or guitar, the meantime operating, with his feet, a base drum and cymbals, and he finished off his performance with a song rendered in quite good voice, accompanying himself on the banjo.

Fred Stare pulled the mystic stuff on his audience, asking brain-twister questions and doing a sleight of hand performance that was very creditable.

A prominent guest dressed in evening clothes and wearing a black-rimmed monocle with a long black silk cord was a representative from the canning industry in Great Britain. He gave a quite good imitation of the Englishman in language and inability to see a joke, carried out his intentions to rile his audience by slurs on America, the U. S. canning industry, and what not, and wound up the fake he was meant to be, for he was one of Chicago's amateur performers.

Ernie Finch, acting as Toastmaster, reached his highest point in real humor. Opening a black book and assuming the voice of the minister on a Sunday morning, he said he would read the announcements of the week, and then proceeded in a most humorous manner to announce the various features that would take place at the banquet and the prominent features of the week's Convention. His sallies were to the point, invariably brought hearty laughs, and it was possibly the best piece of work we have seen done in this way in a long, long while.

Before the cabaret stuff commenced a photograph was taken of a huge birthday cake showing George Bones, the President-elect, trying to stab it (we presume he meant to cut it). Just what the cake represented, and what his assault upon it is intended to convey found us in an English humor, unable to "grawsp the blooming hidea."

Following this, Diamond Pins were distributed to a half dozen members who have been in the industry 50 years or longer. Included in these were Walter C. Phelps of the Phelps Can Company and "Charlie" Wilcox of Sprague, Warner & Company.

Ruby Pins were distributed to a large number as designating over 40 years connection with the industry. The Old Guard Society has grown so rapidly that anything under 40 years seems to be just ordinary, and if pins were distributed, we feel that Secretary Sam Gorsline would make them Safety Pins.

Mr. George Bones of the American Can forces, well known throughout the Central West, was elected President for 1932, and Mr. Sam Gorsline, Secretary-Treasurer, without any reduction in salary. The finances of the Old Guard are in enviable shape.

The Brokers' Dinner

THE great Dining Room of the Stevens was crowded to its capacity, without, however, taking in the elevated dance floor this year, and the usual very splendid menu was served in faultless style. There was plenty of life and humor, but through it all could be discerned the good appetites which bent first attention upon the food, and later upon friendly bantering.

This done and the cigars lighted, President and Toastmaster Samuel T. Millar introduced the guest star of the evening (as the radio brands them), Dr. Alexander Karr, and the subject assigned him was "Leadership." Dr. Karr is an orator, enjoys talking, told his audience a lot of good things, but gave decidedly too good measure, and exhausted the patience of the banqueters.

His great and booming voice, carried by the amplifiers to every corner of the room, rolled on and on, dropping words of wisdom and platitudes well known, and made the task of Mr. Albert K. Rowswell, who was to furnish the lighter side of the evening, a difficult one. Mr. Rowswell acquitted himself splendidly, and through numerous laughs brought the visitors back into better humor.

But it had been intended, and it was a rather important point, that Mr. Fred J. Ross, Counsel-in-Chief of the big Advertising Campaign now going on, should present the new form of this merchandising program at this, their banquet. Mr. Ross realized that the absorbing possibility of his audience had been taxed to its capacity and he, therefore, refrained from making a further strain upon it. So he merely referred briefly to the matter.

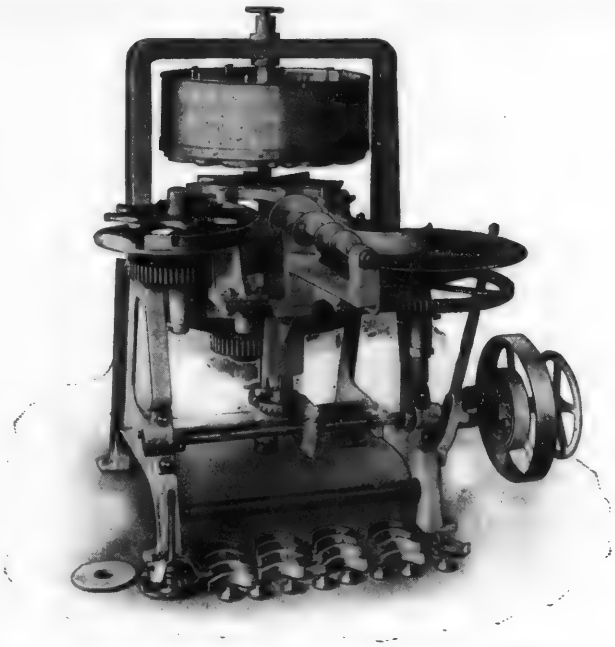
This is unfortunate, because the Brokers should understand the splendidly arranged plan now being put into effect. If they will read Mr. Ross' comprehensive explanation of this, as given in Monday Afternoon's General Session, in this issue, they will find it not only interesting, but well worth while.

The Annual Dinner-Dance

WEDNESDAY EVENING of every Convention week is always given over to the Canning Machinery and Supplies Association to entertain those of the Convention and their ladies, who enjoy a good dinner, tantalizing music, and the ability to dance as often and as long as their hearts desire.

There seemed to be no dimunition in the number who strove for places at this dinner and dance. The capacity of the largest hall necessarily is limited, and that capacity is usually quickly reached.

It can only be said that this year's dance was the great success it always is, and they danced and danced, and danced again, until the "wee sma' hours of the mornin'."



AYARS NEW HEAVY DUTY ROTARY SYRUPER

For Filling—Tomato Pulp and Puree—Tomato Juice—Clear Soups, etc.

For Syruping—Fruits, String Beans, Beets, etc.

Has no air vent stems to damage fruit.

Designed for high speed.

Belt Drive or direct connected.

Fills absolutely accurate.

No Can No Fill.

Rapid Valve.

Prices on Request.

AYARS MACHINE COMPANY

Salem, New Jersey

La Porte Flexible Steel Sanitary Conveyor

(formerly Hercules)

Section of One Inch Mesh Belt (Full Size)

The one-hundred percent sanitary belt used on sorting tables, scalders, washers, exhausters, elevators, etc. The belt all canners endorse because it is strong, durable and labor-saving, and can be bought at a cost so small compared to other belts.

Made of best galvanized ribbon steel, in one inch and half inch mesh. Widths ranging from a few inches to ten feet.

Note the strong edge which is an important factor. Do not buy a belt with a weak edge.

Your dealer has it.

Manufactured by

La Porte Mat & Mfg. Co., La Porte, Indiana.

Chairman Bengston and his Committee deserve great credit for the novelties introduced during the evening, in the way of very high class cabaret entertainment, and for the conduct of the whole affair.

The Anchor Cap and Closure Dinner

HOW this great, big, generous company, the Anchor Cap and Closure Corporation, can continue to spend the enormous amount it takes to entertain the thousand or more, not only of its direct customers, but of their friends and acquaintances, in as fine a banquet as one could wish to sit down to, and to a vaudeville entertainment that could not be excelled in any theatre in the country, surpasses our understanding. We are inclined to say with others, there must be a barrel of money in making caps for closing bottles, jars and other glass containers. This affair runs easily second in lavish entertainment to the big Theatre Party on Thursday night, given by the American Can Company.

After the Anchor Cap Dinner had dispersed, and its guests had time to return from the Palmer House, where it was held, to the Stevens, the Stevens looked like Annapolis in June Week. It looked like every man in the Hotel was carrying one of the attractive Life Preservers, this year's symbol of the Anchor Dinner.

At least the hosts have the satisfaction of knowing that every man who attended thoroughly enjoyed the evening, and greatly appreciated their hospitality. You know, the aim is to bring all their representatives from every section of the country, from Washington State to Florida, at the company's expense, and then to invite present, prospective, and never-will-be customers at the Convention, and if you will take the picture in this light, you will get the idea we have been trying to convey. As we say, their efforts are thoroughly appreciated, and they have that as their satisfaction.

The American Can Company's Party

STRINGENT MONEY, tales of depressed business, depression, or what not, fail to stop the generous impulses of the American Can Company. So they again asked the whole Convention to be their guests at Medinah Temple on Thursday evening of the Convention, January 28th.

The writer met President H. W. Phelps walking from a taxi to the entrance of this mammoth building, all by himself, and enjoying fully the crush struggling in at that moment, and more than that, he said he was glad to see the big crowd. Now put yourself in the position of the man who pays the dinner check, and you will get some idea of the man, his nature, and his big heart, who can truly smile with pleasure at the increasing numbers; in other words, at the rapidly rising height of the bill. He is *some* man.

Ben Bernie and his famous Orchestra, assisted by a troupe of high class entertainers, many of whom were recognized as our friends of last year, gave an entertainment much above the average.

Probably the Lambert Girls, who dance with a rhythm and precision that is nothing short of marvelous, were most enjoyed by the audience.

The Apache Dance, done by La Tove and Bouvell, was rough stuff. Alfredo and Maxine, in an interpretation of the old Bowery Dance, were more to the liking of the crowd. There was also an abundance of wonderful acrobatic stunts and greatly enjoyed.

Leonora Corona, described as the most strikingly beautiful singer on the stage of the Metropolitan Opera House, charmed with her beautiful voice as well.

The Vercelle Sisters, beautiful in face and form, and garbed charmingly in evening dresses, danced on their nimble toes into the hearts of the audience.

The Oslo Troupe proved to be acrobats far above the ordinary ability.

While all this was going on, and Ben Bernie was keeping the audience in good humor with his inimitable quips and characterizations, an intermission was taken in which newly-elected President Marc Hutchinson, in the name of the entire assembly, thanked the American Can Company for its evening's entertainment, and reminded them all that the show was only part of the evening, as dancing and refreshments awaited them in the great dance hall below; and then Mr. H. W. Phelps responded.

Below we give these two addresses in sequence, so that the reader will get the picture better.

MR. MARK HUTCHINSON: Ladies and Gentlemen: As a representative of the National Canners Association, I want to express to the American Can Company, on behalf of the canning and allied industries, and on behalf of every guest present here this evening, our sincere appreciation for the splendid entertainment which they have provided for us. This event marks the twenty-fifth anniversary of the convention-party given to a great industry by a generous host.

With our thanks for their hospitality goes our best wishes for their continued prosperity and well being.

Ladies and gentlemen, I have the honor now to present our host of the evening, Mr. H. W. Phelps, President of the American Can Company. (Applause.)

MR. H. W. PHELPS: Ladies and Gentlemen: It doesn't seem a year since I stood, I think, on this same spot. Lord knows, I have been on the spot a good many times since then, (laughter) but not on this one.

I am very glad to be able to be here tonight. I am very glad to be welcomed by the new President of the National Canners Association.

The National Canners Association has made a little change in their election this time, a color change. You know, in a good many affairs of life, color has a good deal to do with things. Color is said to react on the nerves. Lord knows, this is a good time for reaction on the nerves. Color, as you know, is supposed to have an effect in very many ways.

Heretofore, you have elected as your President men who were engaged in packing green stuff, peas, corn, string beans. I won't say they carried out in their administration or personality the color they were supposed to deal in.

Mr. Hutchinson comes here tonight as your President-Elect and, worthily so, as a cherry packer. Cherries, you know, are red. Therefore, I imagine that the color scheme of the National Canners Association for this next year is going to be red.

What does red mean? Nobody who knows Mark Hutchinson would believe that in his administration red is going to mean anarchism, because he isn't that kind. The National Canners Association is not that kind. Therefore, we can eliminate the red of anarchy and destruction from the program for the next year without any debate.

The next thing is, as we drive our cars up and down the street, as we run our railroads, red means "Beware." It means caution. It means "Stop, look and listen before you proceed."

Therefore, if the election of a man who deals in red this year, means for this industry, "Stop, look and listen. Don't proceed until you know the way is clear," you have done well in electing a man who carries the red.

On the other hand, can you think of a cozy nook in your house, your den, perhaps, where you snuggle down of a cold winter's evening—which we haven't had in Chicago this week; I don't know why. (Laughter.) When you sit down of a cold winter's evening, before a blazing fire and light your cigar or your wife's cigarette, pick up your newspaper, stretch out your legs and get ready to be comfortable, could you do that in a room that didn't have a good deal of red in it? Anybody who is making a cozy corner anywhere, puts some red in it and a good deal of red in it. The more red there is, the more warmth.

Therefore, I sincerely hope that this year the red will be the red of cozy comfort for the canning industry. I hope it will be that homelike feeling. You know, you can't have a homelike feeling without a little prosperity mixed with it. Home is a good place to go to, of course, when you are down and out, if you can pay the rent and stay there. But home is a very much happier place when you have a little bank account and everything is going well. It may be too much to hope that 1932 will bring that, but at the same time I believe the fact that you have chosen red for your color this year, with its warmth and its cozy comfort is a good omen.

Some of you no doubt feel that this is an awfully good time for a man to keep still. If a man can't prophesy good, he certainly shouldn't prophesy evil; if he tries to prophesy good, he should have a reason for his prophecy. I don't know whether it is wise to try to prophesy tonight. There is one thing, however, that I want to talk about just a little bit. Some of you who know the history of what has been going on for the last few years will pardon me for bringing this subject up. That is this: I want to stand here on my two feet and look you all in the face and tell you that you have an advertising campaign. (Applause.) It took a long while to get it. I know that I was considered all along as rather an obstructionist. I didn't want you to advertise until you had something to advertise and were able to back up what you said. I believe you have come to that point, even in this time of depression. If you had been ready for an advertising campaign in 1929, the early part of it, you would have had no trouble at all in getting it.

PHILLIPS CAN COMPANY

Manufacturers of Packers Sanitary Cans

..Division of the..

PHILLIPS PACKING COMPANY, Inc.

Packers of Phillips Delicious Quality Canned Foods

CAMBRIDGE · MARYLAND, U. S. A.

PHILLIPS SALES COMPANY, Inc.

Brokers and Commission

Canned Foods and Canners' Supplies

Located in the heart of Maryland's great packing industry. Brokers and representatives desired in all markets. Packers' accounts solicited.

CAMBRIDGE · MARYLAND, U. S. A.

The National Color Printing Company, Inc.

LABELS

916-924 E. MONUMENT STREET BALTIMORE, MD.

When you come along to the latter part of the year 1931, that hoodoo year of the whole world in all its history, so far as I know, when you come along to the end of that period and have an advertising campaign just at that particular time, I believe it is the most opportune thing that could happen.

It wasn't easy to raise this money, but it has been raised; it is being spent and, I hope, well.

I want to explain a little bit a change of program that has taken place in the advertising within the last month. Back in the earlier days of 1928 and 1929 when we first talked about an advertising campaign, it was the belief of everybody that this campaign should be directed along educational lines, should perhaps not be devoted to the moving of immediate stocks of canned foods but should be to the purpose of building up a favorable reception for canned foods, an appetizer for canned foods, a consumption for canned foods in the years to come.

HENRY W. PHELPS
President
American Can Co.

You had your brand advertising and your current advertising. We felt there was enough of that, perhaps, and therefore we should devote our attention to the education of people along scientific lines, giving them the real reasons for and the desire in their hearts to follow those reasons into the consumption of canned foods. That was all right in 1928 and 1929 when there was no crisis in the market, when there was no emergency in the industry, and when we simply could go along comfortably with the idea that it would come through.

We started that way along in the last quarter of 1931 and we outlined—I say "we," I mean the committee that is handling this thing. Right here I want to tell you who that committee is. The chairman of that committee is Mr. Frank Harding, the ex-President of the National Canners Association. Frank Harding told me yesterday that never in all of his life had he gotten into anything which had so intrigued his interest, as this campaign. The other two men are Mr. Thad Searle of the Continental Can Company, and Mr. Gordon Kellogg of the American Can Company. That is the committee of three which is handling the advertising campaign.

About a month ago they had gotten about halfway through with this campaign. They had contracted for certain space in the Ladies' Home Journal, the Woman's Home Companion, Good Housekeeping, and the Saturday Evening Post along the lines first laid out for an educational campaign. They made up their minds, as wide-awake men will do sometimes, that they were off on the wrong foot under the present conditions. The theory of the educational campaign is sound. It will be reverted to when times are better and when conditions are more favorable, but at the present time the thing that the canning industry wants to do is to move goods. You want consumption of canned foods, and you want it now. You want to deliver canned foods, and you want to deliver them now. Therefore, the committee decided that it perhaps would be well to change its stand a little bit and look at the present as well as the future.

I can't outline to you what the program is as well as it has been done already by the men who are handling it. But the proposition is this: Using the local papers in fifty cities of the United States in which sixty per cent of the population of the United States resides, and in which the statistics show that seventy per cent of all canned foods that are sold in the United States are sold and consumed, it seemed wise to concentrate their efforts on that large amount of population. Therefore, they have outlined a very clever scheme. They expect to devote the rest of this campaign to the newspapers, picking out a newspaper in each one of the fifty cities, giving that newspaper at least eight, and perhaps twelve, half pages, that is four columns down the center of the page, of advertising. That advertising will be more or less of an educational character, also having a local bearing on various questions that come up in regard to canned foods. The rest of that page will be reserved by the newspapers and, if necessary, the opposite page, for local advertising of people who are merchandising canned foods in that particular city.

They agree to give the newspapers this advertising provided the newspapers will put out its solicitors, its business agents, and will secure local advertising from people who furnish and purvey canned foods, to fill up the rest of that page and as much of the page opposite as possible. They are getting every newspaper with which they deal, to work for them and themselves at the same time. If you can fix it so that a man is working for you and himself at the same time, you get good work. That is what they are doing with the newspapers.

If the newspapers carry out their agreement and you get in all of these cities, I think they figure something like 110,000,000 copies of advertising during this campaign. One hundred and ten million copies of that kind of advertising spread throughout the fifty largest cities of the United States should have a very great effect. It should have an effect not only upon the consuming public but it should have an effect upon the distributors. No man will pay money for an advertisement to go alongside the advertising you have, without reading your advertising. Believe me, if you get the retail grocers of this country to read your advertising in connection with what they are paying for themselves, you will be doing a big thing. You will educate the man who is ultimately going to distribute your stuff. I believe that it is a wise scheme.

There is just one more thing I want to say. That scheme is all right. The money has been raised and will be spent. But the thing is, will you get behind it, and will you push it? Ladies and gentlemen, that is all that those of us who are contributing this money ask you to do. We are asking you to get behind a campaign to sell *your* goods, to raise *your* prices, to extricate *your* business from the condition in which it is at no expense to you except the effort to get behind it and push it. Will you do it? If you do, if the results show that you have done this work and we can see that it has brought forth fruit, I don't think this year is going to be the last of it; I think it will be continued. It may even be increased if the results warrant it, and it may become a constant force working for you, for the benefit of your business.

The only thing that I ask you to do, the only thing the committee asks you to do is to throw your coats off and get behind this thing and help it along. If you don't, if no results are evident, if the thing goes along in the same old way, how can you ask anybody to again help you? Therefore, let us get behind it; let us push it. Ladies and gentlemen, it is the most constructive thing that you have in your industry today.

Now for 1932. What is there for it? I don't know; you don't know. I am not going very far on that. I am going to say that the whole world is up against a financial problem. The United States is up against a financial problem. The canning industry is up against a financial problem. Perhaps every one of us here tonight is up against our own financial problems. In other words, 1932, as it opens up, has two symbols before it. One is the dollar sign and the other is a question mark. Those are the two things that face 1932.

Leaving out world finance, about which I don't know anything, leaving out American finance about which I know little, and getting down to the financial questions of the industry in which we are all united, where all our interest lies, I simply want to say this: The problem of our industry, yours and mine, this year is a financial problem, and as we solve that problem wisely, carefully and successfully, so will the year 1932 be.

If I were going to give advice (you get tired of hearing me give advice; I am just going to say that if you had taken my advice three or four years ago you would probably be in better shape today), I would simply say that beginning with 1932 the wise packer will know, in the first place, as near as he can, how much he can sell. When he finds out how much he thinks he can sell, the question is, how much can he finance?

HAMACHEK IDEAL VINERS

Hamachek Ideal Viners are the most economical viners for the packer and grower. They thresh the peas more thoroughly out of the vines and reduce breakage during the hulling process. They effect an improvement in quality because the peas saved are the most tender ones that are in the vines, and because they will thresh young and tender peas very efficiently. The savings effected are large and important to every pea packer.

The reasons for these savings are due to many exclusive patented features. An example is found in curved, forwardly inclined beaters that hit the pods more often and utilize larger surfaces of the beaters. The agitator saves many liberated peas.

The sturdy construction of the viners and the low up-keep cost also appeals to users.

☘ ☘

FRANK HAMACHEK MACHINE CO.

KEWAUNEE - WISCONSIN

Also Manufacturers of

Viner Feeders, Ensilage Distributors, and Chain Adjusters

For Pulping Tomatoes, Pumpkins, Squash, Sweet Potatoes, Apples, Prunes, Plums, Figs, Berries, Citrus Fruit, Etc.

The Indiana Pulper

THE outstanding pulping machine of the canning industry—tremendous capacity—minimum waste—maximum yield—greatest investment return.

An operating capacity of 500 bushels of tomatoes or other products of a light, watery texture, is not unusual with this Pulper. In fact it handles the product more rapidly than it can possibly be fed to it so that its capacity is almost unlimited and immeasurable.

The Indiana is so thorough in its action that all material worth saving is saved and the pomace discharged thoroughly dry. The machine is readily adjustable so that when material of poor grade is being run, the desired quality in the finished product may be maintained.

Only the best of workmanship and material go into the construction of Indiana Pulpers. It is highly essential that a Pulper be easy to keep clean and sweet to avoid a high mold count and spoilage trouble. The Indiana is so designed that the screen and frame can be quickly removed for thorough cleaning throughout.

Standard macnines have all contact parts of bronze except shaft which is steel, and hopper, under-pan, hood and screens of copper. Monel metal throughout or other metals readily available if desired.

Let us send you complete information on the sturdy Indiana Pulper as well as other Langsenkamp equipment in which you may be interested. Just clip, fill in and mail the coupon below to

Sprague-Sells Corporation

Division of

Food Machinery Corporation

Hoopeston, Illinois.

EXCLUSIVE AGENTS EXCEPT IN INDIANA FOR:

F. H. LANGSENKAMP COMPANY

Sprague-Sells Corporation
Hoopeston, Illinois

You may send us complete information on the following Langsenkamp equipment:

☐ Indiana Pulper ☐ Improved Brush Finisher
☐ Indiana Chili Sauce Machine ☐ Indiana Colossal Finisher
☐ Indiana Paddle Finisher ☐ Kook-More Koils and Tanks
☐ Langsenkamp Copper Kettles, size.....gal.

Name.....

Address.....

It seems to me that the man who starts in with his plans in 1932 has got to take four people into consideration, who are likely to be his creditors in the end. The first is the banker; the second is the can men; the third is his supply men; and the fourth and the last, of course, where he always ends, is the poor old farmer. Those are the people that you have got to deal with in 1932. I would say that the part of wisdom would be to find out what you can do with your banker, what you can do with your can men, what you can do with your supply men, and what you can do with your farmer, in order to put up a pack that you can finance, with your head up and looking the world in the face, and particularly looking those four people that I have spoken of, in the face, and paying your bills. How much can you pack and carry for a reasonable time until it is to be distributed, without putting it over the distress counter or without putting it under a warehouse receipt? Whatever you do along that line will be a wise thing.

But the man who looks at 1932 with the idea that he *has* to put up a pack; he has always done it; people expect him to do it—and he is going to put up a pack that is going to put his goods on the distress counter or wind up with a warehouse receipt on everything he has, and a mortgage on his plant, is very, very unwise. I don't mean pessimism; I don't mean that at all. On the other hand I don't mean that kind of optimism that chases a rainbow. I believe in reasonable, conservative optimism for the year 1932. I believe there are some things that indicate that 1932 will be better than 1931. I hope they are right.

At any rate, I would say that if you take as your slogan "Reasonable, Conservative Optimism For 1932," you probably won't go wrong, remembering that it is a financial year, and financial measurements have got to be put on everything you do through this year. (Applause.)

EX-PRESIDENT FRANK HARDING (rushing on the stage with outstretched hands): Ladies and Gentlemen: I want to tell you that you have had a very, very fine speech from one of the finest men I ever saw in my life. (Applause.)

MR. PHELPS: Coming from one of the very best presidents that the National Canners Association ever had, I consider that a very high compliment.

In Machinery Hall

An Artistic Accomplishment

THE booth of the American Can Company this year was a real gem. The picture of the Ballroom shows this booth in the far background, but it by no means does it justice. It would take the painter's brush in an artist's hand to have done it justice. It was an allegorical story of the growing of crops or the catching of the sea foods, their conveyance to the great wholesale kitchens of the canners, and at the base of the display, as if being turned out of a great cornucopia, rested canned foods in every size, style and shape of container known throughout the universe, of every food that has yet been recorded as placed in cans. This display of cans and products covered a floor space (for it was on the floor) possibly 10 feet wide and 40 feet long: a silent salesman of what the canned foods industry is now doing, and the finest salesman of its kind it has been our pleasure to see.

One could spend hours simply noting the various products and the size and kind of cans used. And that was their whole booth, completely different from any exhibit heretofore made.

In the past they have always provided abundant comfort, in the way of chairs and lounges for their numerous friends, but these often prevented free access to the exhibits which they made, and this year there was no such interruption.

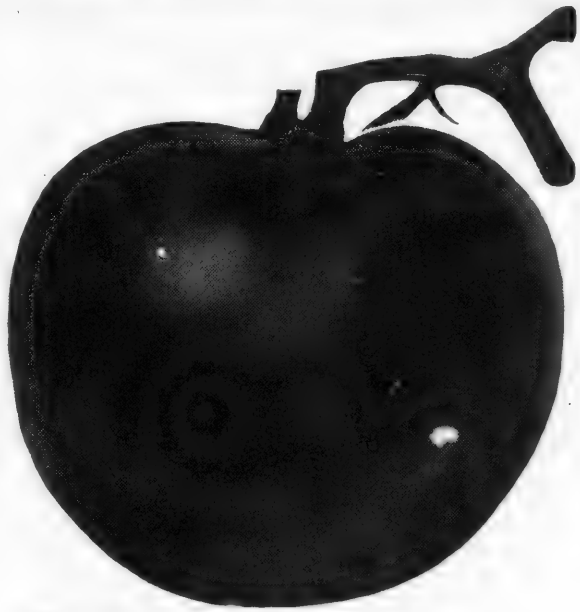
The Associated Seed Growers

SAM GORSLINE drifted the Convention to the Ballroom floor right past the attractive booth of the Associated Seed Growers. They were located in this year's new addition to the exhibition floor space, known as the Lounge. There the popular representatives of this big Seed house kept open house for their many friends. And they had abundant opportunity to show the new Stringless Green Pod Bean, and the new Hybrid strains of Sweet Corn, and the new improved strain of Peas; and canners evidently were anxious to learn about these new and improved seeds, because there was nearly always a very good attendance at this booth.

This combination of long recognized producers of high grade canners' seeds, do an extensive amount of experimenting and careful growing to produce seeds of quality that produce for the canner, quality in the can. Their great testing grounds are constantly busy for the good of the canner, and they have about convinced the canners that it is best to give attention to quality in Seeds. The small difference in price at the beginning grows into large volumes of profit, when the product comes from the can in the way consumers like.

VIEW OF THE BALL ROOM

VIEW OF THE LOUNGE



Spot and Future Seeds

Would You Ride In An Airplane Which Had Never Been Tested?

Of course you wouldn't. You travel the safe, dependable way.

Likewise you demand seeds with an unequalled reputation for quality, germination and price. Landreths' Seeds have a heritage and yet they are modern.

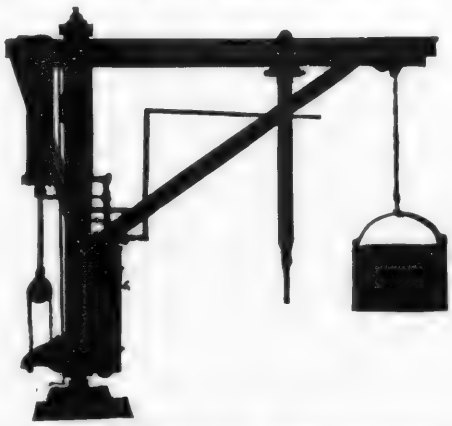
PEAS, BEANS, CORN, TOMATO BEET, OKRA, SQUASH, PUMPKIN, CUCUMBER, CABBAGE CAULIFLOWER, SPINACH

The Originators of:—

Bloomsdale Spinach, Landreths' Cheese Pumpkin, Landreths' Large Drumhead Cabbage, Landreths' Best Beet, Landreths' Stringless Green Pod Beans, "The Landreth," "The Bloomsdale," Delaware Beauty, Landreths' Red Rock Tomatoes and other leading Canning favorites.

D. LANDRETH SEED CO. - *Office* - **BRISTOL, PENNA.**

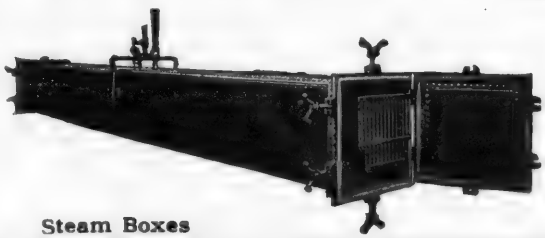
ZASTROW'S PROCESS ROOM EQUIPMENT



Zastrow Hydraulic, Steam Impelled Circle Crane, radius up to 18 ft.

Improved Process Kettle or Retort 40" x 72" and other sizes.

Process Crates, Standard 3, 4 & 5 tiers. Also Special Sizes



Steam Boxes

MADE BY

ZASTROW MACHINE CO., Inc.

Foot of Thames St.
BALTIMORE, MD.

The Ayars Line

THE Ayars Machine Company of Salem, New Jersey, occupied their usual space over in the corner, and made a most interesting and attractive display of their long recognized Filling Machines for practically everything that can be filled into a can. The Tomato Coring Machine, working smoothly and rapidly and performing its job in splendid shape, caught everybody's attention. Girls on either side of the machine place tomatoes upwards in the cups as the mill belt passes them to the rapidly moving knife-heads, which deftly cut out the cores without breaking the seed cells, and pass the tomatoes on to the scalding bath, thus removing a temptation of the peelers to cut too deeply into the flesh. Careful packers of tomatoes have recognized the great value of this machine in producing quality tomatoes, and every tomato canner would find it well worth his while to investigate carefully the particulars of this valuable machine. It is hardly necessary to tell the canner who is looking for an efficient and dependable Filling Machine to take these Ayars Fillers into his consideration.

This Company also builds a full line of Beet Handling Machinery, a Processing Clock widely used, and other canning machinery which has proved its worth and durability over many years of experience in building canning machinery.

VIEW IN MACHINERY HALL

E. W. Bliss Company

THE agitation on prices of cans has caused a lot of men to think on the problem of making their own cans. With that thought in mind they visited the booth of E. W. Bliss Company, long noted for the excellence of their can making machinery. Here they found these splendidly built machines, operating quietly and at high speed, and even the canners found interest in the Bliss Double Seamers.

There is nothing in the line of can making machinery which this firm cannot furnish, and all of it of high class workmanship, and tried and proven design.

A New, Improved String Bean Cutter

BURTON, COOK & CO., INC., exhibited in Chicago this year for the first time, and packers of String Beans, Asparagus, Celery, Okra, etc., were very much impressed by the improvements which have been made in the 1932 TOWNSEND String Bean Cutter. This machine is now being made with a redesigned heavy frame which eliminates practically all vibration.

It now combines greater capacity than any other Bean Cutter with the highest quality of cut. This combination appeals particularly to packers who realize that it does not pay to pack anything but a fancy grade.

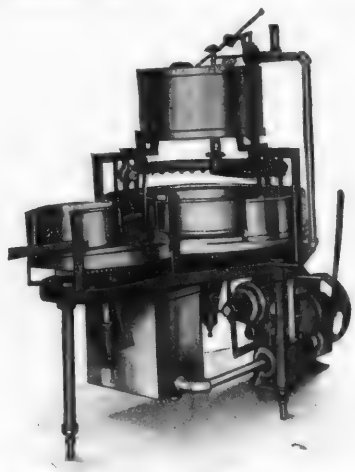
Another feature is the fact that the TOWNSEND, alone among Bean Cutters, operates equally well on Asparagus, Celery, etc.

These features, together with the former advantages of the TOWNSEND, drew a great deal of interest and much favorable comment was made.

The manufacturers point out that, in view of the greatly increased weight of the machines, it will be advisable to order early this year and avoid expressage at the last minute.

New Machines By Berlin-Chapman

BERLIN-CHAPMAN exhibited a Tomato Peeling Machine that looked like the real thing, and it caught the attention of every one who stopped to see it work. The tomatoes are first cored and then are placed on perforated metal trays, like those used to hold glasses. The tray is then put in the chamber of the machine, the door securely locked and steam is turned on up to the point where it just begins to register on the steam gauge, when the steam is shut off. Water is then turned slowly into the chamber, and when the door is opened and the tray taken out, it is found that the skins have loosened themselves and are lying alongside of the tomatoes, which may be lifted out clean, without any broken cells. They say the capacity of the big machine is 60 No. 2 cans, and that it takes only a moment or so to do the peeling. Tomato canners were naturally interested, and they could foresee in this: An Ayars Tomato Coring Machine, delivering tomatoes on to the Berlin-Chapman trays, into the Tomato Peeler, back to the inspection women for removal of any possible blemishes, and on their way to the can, with less trouble, bigger production with less hands, and therefore, reduced cost.



NEW BERLIN-CHAPMAN BRINER-SYRUPER

Another interesting machine was the Berlin-Chapman Briner-Syruper. Here is a positive measuring, filling and operating Briner without valves, air vents or other gadgets to get out of order. It is claimed that every can is filled completely full and that the fill can be regulated to a nicety at will. It is a new venture in an old field and one which experienced men seem to like.

A third machine is the Vertical Hydraulic Conveyor. In other words, this is a Pea Elevator using water as the conveying element and which can be made to serve at the same time a thorough Washer. It is said it can operate on Peas in any condition, that is, blanched, raw, dirty or clean. It can be used to elevate peas vertically or at any degree for any desired length, and is built on the well known Berlin-Chapman principle of simplicity and standard parts.

They presented the fourth machine as a Corn Blending Mixer. This permits the running of all corn into one central tank, where it is given the final heat and mixing, thereby blending all corn into one uniform condition and consistency, and helping produce the uniform pack all canners strive for. This Mixer, of course, works just ahead of the Filler, and for that reason, if the Filler is stopped at any time, the mixing tank continues its mixing operations. These Mixers have the unique feature of oscillating the steam sprays in the bottom of the tanks. It is claimed such agitation cannot be gotten with stationary sprays.

Circulars and full information will gladly be sent to any interested parties by addressing the Berlin-Chapman Company, Berlin, Wis.

Chisholm Ryder Viners

THE Chisholm Ryder Company, Niagara Falls, N. Y., had an attractive location in Machinery Hall downstairs, and had on display a finely working small model of their renowned Viner. This is not a new machine, either the model or the original, but they follow each year by demonstrating the

improvements and advances, and if one were to judge by the manner in which the demonstrators were constantly in serious consideration with prospective customers, it was a very successful exhibit for them. There was nearly always somebody getting down to fine points, and that is the job which the representatives of this fine, old firm enjoy most. Once they can induce a canner to give consideration, they have that canner's interest, usually followed by orders.

These are the Viners with the maximum capacity at all beater speeds. Pea canners recognize what it means to have a constant speed drive, but with a variation to the beater cylinder, as they can by this kind of combination, regulate the machine to suit the condition of peas down to a fine point.

If you are not familiar with this mechanical improvement, write them and have them outline the feature in detail. They will be glad to do that.

Hansen Canning Machinery Corporation

MACHINES exhibited by this well known concern are always attractive, because of the excellent workmanship evidenced in their construction; but equally so because canners who use them are loud in their praise. Hansen Fillers for corn kraut, beans and almost the full line of canned products win approval through their ease of cleaning and smoothness of operation. They are high speed to meet the requirements, and thoroughly dependable.

Kraut packers find their kraut machine a notable help. Pea packers, in many instances, hardly know how to go on without a Hansen Pea Filler. And so we might go on through corn, berries, beans, and beets.

The Hansen line is an excellent line, and if perchance you are not familiar with them, we suggest that you write them for a catalogue. You will find it well worth your time to become better acquainted with this good line.

The Heekin Can

UNIQUE among can manufacturers is one that not only produces tin cans for all purposes but actually owns a river-rail terminal where tin plate is brought in huge barges, by river boats, hoisted from the barges by a huge crane operating on an arm extending far out over the water, deposited in waiting freight cars and shunted on the siding in the factory. The Heekin Can Company of Cincinnati, serving a wide agricultural territory, several years ago turned to the inland waterways for better service. After an exhaustive survey they erected a huge river-rail terminal at Cincinnati and brought their tin plate and other materials in by water. Only a short time is consumed in taking the material from the barges, with covered hatches to exclude the weather, to the big Heekin factories.

The Heekin Can Company has developed specialists in all canning activities and is one of the largest plants in the country. In addition to sanitary cans Heekin manufactures lithographed cans, and was the first manufacturer of lithographed cans to own and produce its own colors, utilizing laboratory and chemical research to produce colors equal to imported colors during the world war. Consequently when the importation of colors ceased, Heekin was untouched by this situation and produced even better colors than were made abroad.

Every facility of the Heekin Company is available to canners in solving the problems of the industry. In the last several years increased demand for cans has compelled enormous expansion of producing facilities to the two Heekin factories which cover several acres in Cincinnati and Norwood, Ohio, an adjoining community. Heekin officials have worked diligently for improvements in the industry and their contributions have undoubtedly been of great service in the increased consumption of canned foods. Service to canners, according to Heekin officials, in the matter of solving their problems, prompt delivery of cans on specified datings and a close familiarity with canning processes have been the foundation upon which Heekin factories are built.

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WHOLESALE CATALOGUE ON REQUEST

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FOR BETTER PACKS

We Are Leading Growers of

CANNERS' SEEDS

CATERING TO THE BEST IN THE INDUSTRY

PEAS, BEANS, SWEET CORN
TOMATO, PUMPKIN, SQUASH
CUCUMBER, CABBAGE, SPINACH
PERFECTED DETROIT BEET

For Prompt Shipment or Future Contract

The Best Stock of Detroit Beet in America

JEROME B. RICE SEED CO.
Cambridge, N. Y.

Continental Comfort

AS you look at the picture of the Grand Ballroom, the first to meet your eye is, apparently, a Ballroom of the old Colonial days, filled with comfortable chairs of every design, with handsome tables, floor lamps, flowers and Canary Bird cages, about as inviting a lay-out as any one could wish, and visitors certainly took advantage of the hospitality extended, for the reception room seemed always to be crowded to its limit. Continental Cans and Continental Service have become so well known, and so much appreciated, that they are an integral part of the industry, and fall down not one whit when it comes to Convention time, and their attention to their canner customers.

All their popular representatives and the officers of the Company were there as a Reception Committee.

THE LUXURIOUS BOOTH OF CONTINENTAL CAN CO.

This Company, together with the American Can Company, have been so busy using their pages in THE CANNING TRADE to promote and build up the big advertising campaign, that a good many canners and others have mistakenly thought that they had stopped advertising. They are bent on making this campaign as highly effective as hard, consistent work can produce, and all they ask in return for the tremendous expense they are going to, is a fair degree of co-operation on the part of every canner. And certainly they are richly entitled to that.

A. K. Robins & Company

THE Robins-Beckett can cleaning machine held a fascination for every visitor strolling past this well known firm's booth. They showed a rusty can rolled down the run-way at one end, to come out at the other end bright as if new. And as rust plays no favorites, and overlooks mighty few in its visitation, they could see in this simple machine a big relief from a distressing visitor.

Popular Bob Sindall was prevented from attending the Convention this year, and he was missed, but his able lieutenants were in charge of the attractive exhibit showing the Steam Crain, models and samples of kettles, crates, and other machinery which all Tri-State canners know this big house is ready to supply on the instant.

The Phillips Can Company

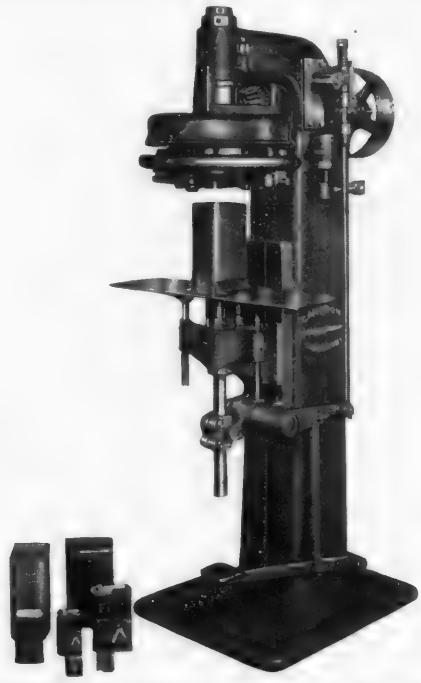
THE Phillips Can Company, Cambridge, Md., provided a commodious meeting place where it was expected the Tri-States canners, who so largely patronize this house for their can supply, would make their headquarters. And if they were not busy it was because the canners were not there. Phillips was ready and the hospitality was unbounded, and they had the will, if not the crowd.

This can company is forging ahead very rapidly. They are building a solid business on the Shore, and of course, the products of their canneries maintain their high position among wholesalers and others.

Cameron Can Machinery Company

THIS firm set up an exhibit this year that attracted the attention of everybody. Heretofore they invited interested parties to visit their immense plant in Chicago, but this year they installed various units of the can making line, and put them in operation. The rattle of tin cans is not unfamiliar to attendants at canners' conventions, but it is a rattle, and in empty cans, a busy one.

Cameron supplies the entire outfit for making cans of any size, shape or condition, from the slitting of the tin plate to the final seaming of the can after it has been filled, and it is machinery which elicits the highest praise from every one that uses it.



CAMERON SQUARE CAN DOUBLE SEAMER

Just now they are featuring the small Automatic Double Seamer for square cans. This is useful in sealing square asparagus cans, many of the olive oil and other edible oil cans, sardine cans and what not. It is designed to handle odd shape cans out of the ordinary run of packers' cans. Their Double Seamer for round cans draws the admiration of every man who sees it operating, and not without good cause, because it does its work neatly and at high speed.

They had in operation in their booth the Automatic Air and Vacuum Tester used in the can making plant, and men familiar with this line of industry praised it highly.

Of interest to glass packers is the Thread Rolling Machine for making screw caps. It is a small, compact machine with tremendous capacity, and is now very widely used. It is one which the manufacturer of such products should become acquainted with, and Cameron would be glad to furnish full details on any machinery wanted.

The Sinclair Scott Company

THIS firm is notable for its Hydro-Geared Pea Grader, because more and more pea canners are coming to realize that its work is unique and very much to their liking. It does thorough washing, affords large capacity, and all the sieves are easily gotten at for cleaning, and with it all occupies small floor space. The great claim for it is its accuracy in grading.

"Ed" and John Rife mystified visitors at their booth by two little machines used for removing seed cells from Pears. The operator sits at a table and by a push button puts into operation a whirling set of knobs, which at first blush one would think would tear the hands to pieces, but which on trial are found harmless, except in the case of a pear placed against them, when the seed cell is deftly and rapidly removed. This is in line with their Peach and Apple Pearers, which they have made for many years.

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Anderson-Barngrover and Sprague-Sells Exhibit

THE Anderson-Barngrover and Sprague-Sells exhibits were combined as usual, and the Langsenkamp line, for which these companies are exclusive sales agents, closely adjoined.

Brand new machines which were shown for the first time in this exhibit were as follows:

Sprague-Sells Combination Corn Cutter.
Sprague-Sells Hi-Speed Filler.
Sprague-Sells High Pressure Washer.
Sprague-Sells Twin Reel Cloverleaf Pea Grader.
Lewis Improved Quality Grader.
Peerless Giant Rotary Washer.
Indiana Juice Extractor.

The new Combination Corn Cutter perhaps attracted more attention than anything else in the exhibit, for apparently no one had thought it possible to develop so simple a machine

PART OF THE SPRAGUE-SELLS SPACIOUS EXHIBIT

capable of cutting both cream style and whole grain corn. The manufacturer claims 10 per cent to 25 per cent greater yield in cans per ton because of the superior cutting and scraping done by this new rotary cutter when cutting corn for cream style. These claims are based on actual tests made during the 1931 corn pack.

The High Pressure Washer, which was actually in operation under 400 pounds pressure developed by a powerful pump, was a revelation to those who saw it working, and the Hi-Speed Corn Filler, capable of filling corn and other products of similar consistency at any speed up to 300 cans per minute. seems a real step forward toward high speed production.

This exhibit also contained complete lines of equipment for canning tomatoes, peas and corn, as well as many machines for other products.

A new catalog supplement covering all new machines in the Sprague-Sells line was distributed. If you didn't get one, be sure to write the Sprague-Sells Corporation, Hoopeston, Illinois, for a copy, as it will bring your Sprague-Sells catalog No. S-100 right up to date.

Metal Package Covers Wide Territory

THE Metal Package Corporation began in New York, extending to Baltimore, has still further spread out for the convenience of canners who use their cans, to Chicago and Hamilton, Ohio. With these modernly equipped plants, Metal Package Corporation is in position to take care of every order with certainty and with a can which has proved its value. In the Baltimore plant they have instant access to rail shipments to any point desired, or just as easy to water shipment by boat to most sections of the Tri-States.

In Chicago they likewise have access to a labyrinth of railroads that will carry their products to the canners' waiting warehouses quickly and without danger of delay. Their business is growing, because their service is excellent and dependable and their product all that a canner could ask for.

Their booth was located in the Lounge and was a comfortable resting place sought by a big crowd.

All Present

THE Gallatin Valley Seed Company from Bozeman, Montana, had every member of its organization present at Chicago on at least one day.

Their new Seed Pea, the "Gallatin," has taken well with the industry and promises to play a very important part this year in the 1932 pack of Peas. It just happened that some members of the Company had to come East on other business, and they dropped down on their fellow members at Chicago, and so for a few days at least, Bozeman moved to Chicago.

They report being well pleased with the results and the interest shown by canners in their disease-free and dependent line of Pea Seed. Their booth was in the Foyer to the Grand Ballroom.

The Grand Ballroom was given up almost entirely to the Glassmen for the display of their glassware of various kinds, and the bottle caps and machines for filling them, and they made splendid use of their opportunity, making the Ballroom a very attractive feature. As previously stated, the handsome booths or exhibits of the American Can Company and the Continental Can Company were housed in this Ballroom, and there was a well known and largely sought-after seed firm there also—

Rogers Bros. Seed Company

—whose home office is in Chicago. They had an attractive booth facing the beautiful exhibit of the American Can Company, and their many friends who have been won over by the important consideration they have brought home on the industry "Blood (in seeds) Will Tell."

All the representatives of this firm are very popular with the entire industry, and if their friends were at the Convention, they did not fail to call, and so this booth was quite generally busy. Rogers Seeds have justly won a great reputation for themselves. Their Peas and Beans are considered a criterion of quality by a large number of canners who have used them year after year.

Another exhibit in this glittering galaxy of glass, tucked away against the back wall in what was known as space No. 126, was the

D. Landreth Seed Company

THE oldest Seed House in America today. It means something to have the experience of a house like Landreth, who have been growing garden seeds for 148 years, and a whole lot of canners have learned that. They are constantly on the study to improve strains and to furnish canners with a better article.

Just recently their handsome catalogue reached us and we are quite sure there is one waiting for anybody who will write to them at Bristol, Pennsylvania, and ask for a copy, and it is well worth having.

They can supply the entire line of Canners' Seeds and of the dependable quality.

Hamachek's New Plant At Kewaunee

USERS of Frank Hamachek's famous Viner for Peas and Lima Beans, and of their Viner Feeders and Ensilage handling machinery, etc., will be interested in a brief history of the development of this concern.

On December 4th "The Kewaunee Enterprise" devoted a whole section to the splendid new building erected by the Frank Hamachek Machine Company, giving credit, first to the founder of this Company, and then to the various interests which had a part in building this modern up-to-date plant. We cannot do better than to repeat that paper's brief history of this Company, and here it is:

HAMACHEK PLANT A PIONEER INDUSTRY

Operated In Kewaunee Continuously For More Than A Half Century

The Frank Hamachek Machine Company is one of Kewaunee's pioneer industries, operating continuously in this city for more than half a century. This company was incorporated in 1924, continuing the splendid business establishment which had been

THE BOOK YOU NEED----

CANNERS—Because it is an authorative treatise on the canning of every known food product, from the growing, through the building of the factory, the formulae, the times of process, to the final accounting of the profits. With Food Law Regulations governing each item.

PRESERVERS, PICKLERS, CONDIMENT MAKERS—Because it gives the latest and most reliable formulae for all preserves, jams, jellies, pickles, sauces, condiments, mince-meats, fruit juices etc.

DISTRIBUTORS—You will find the information, covering the above subjects, so interesting and valuable that you would not part with the book at any price. An education in food production, and a help in case of food law questions.

RETAILERS—Because you ought to understand the foods you hand over the counter, their process of production and the laws governing them.

DOMESTIC SCIENCE TEACHERS—Because it is a text book of higher education in food production of all kinds, in tin or glass. A history of food development, written as interestingly as a novel disclosing the truth about canned foods, their origin, development and production, such as is not obtainable elsewhere, and by an authority.

The Standard of The World

A Complete Course in Canning

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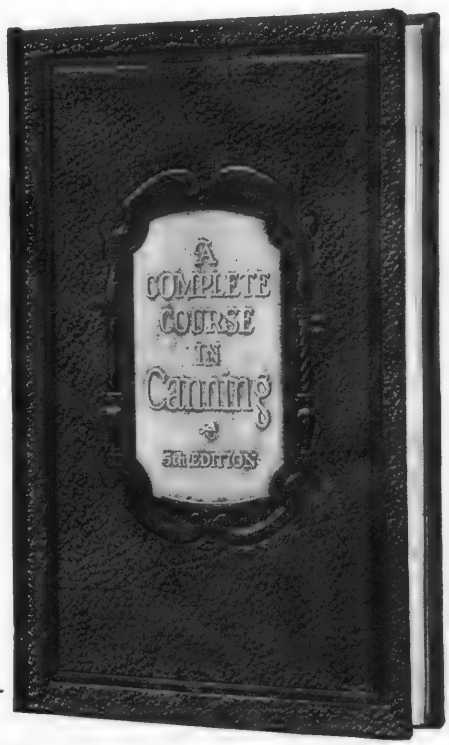
386 pages.



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BALTIMORE, MD.

Publisher of the Industry's Literature

NEW PLANT OF FRANK HAMACHEK MACHINE COMPANY

operated under the Frank Hamachek name since 1877. Frank Hamachek, Sr., founder of the business, is president, V. A. Hamachek is vice-president, Frank Hamachek, Jr., is treasurer, and E. W. Classon is secretary of the company.

The business institution, now one of the leading industries here, had its beginning in a small machine shop with which Mr. Hamachek, Sr., was a partner with William Davis in 1877. A year later Mr. Hamachek became the sole owner of the plant and for a long period he conducted the contracting and repair business which had been established. He devoted much of his own time to the inventions which were the early product of his labors, notable among which were the Hamachek Stump Puller, Feed Cutters and Plows, all of which found a ready market in the pioneer development of the state.

The Hamachek Giant Feed Mill, which is still being manufactured and sold, was another of his earlier inventions, and in 1906 he began the manufacture of the Ideal Viner Feeder, a later invention.

The packing of peas was an important summer industry in Kewaunee county a quarter of a century ago and the incentive to develop and perfect the Viner Feeder came as a result of the shortage of labor which confronted this seasonal industry. The Viner Feeder was placed on the market in 1907 and 1908 and from the beginning was a marked success, not only improving the quality of the pea pack by a more uniform feeding but greatly facilitating the feeding of green peas for canning into the viners. Numerous improvements have been made from time to time on this equipment and there are now more than two thousand of these machines in operation throughout the world.

During the period from 1908 to 1912 Mr. Hamachek invented the Ideal Chain Adjuster which also found a world-wide market, and he developed Viner Improvements which were installed on hundreds of viners of another's manufacture. An added improvement in the quality of the pea pack and a saving of peas that had previously gone to waste resulted.

In 1916 the Hamachek Ideal Viner was placed on the market. This Viner has been operating fifteen seasons with marked success and hundreds of the machines are scattered throughout the United States and foreign countries, wherever pea canning is a summer industry. The Ideal Viner, when placed on the market, was much superior to any similar machine then in use, and the added improvements that have been made from time to time have insured its success and firmly established its merits.

Not only has Mr. Hamachek developed his own inventions, but he has perfected a number of attachments to be used in connection with viners, such as chaff separators, chaff and pea conveyors and the Ideal Revolving Ensilage Distributor, which is used for filling large silos or building large ensilage stacks, all of which have been very successful and are fully covered by patents.

The Frank Hamachek Machine Company operates its own foundry, machine shop and wood working shop and has a fine group of buildings at the foot of Ellis Street near the lake shore. The new factory buildings and office are the realization of a life-time ambition of Mr. Hamachek, Sr., and are an imposing monument to his success as a manufacturer. The company gives steady employment to from fifty to seventy-five men.

Morral's Improved Line

MORRAL BROTHERS showed their latest model Double Corn Husker with all steel husking rolls and some valuable improvements over last year's model. They showed their Morral Corn Cutter with attachments for cutting either cream style or whole grain corn and showed samples of the whole grain corn. They showed the Morral Labeling Ma-

MORRAL BROTHERS EXHIBIT

chine, latest model, which has some valuable improvements over all other models. Morral Brothers are now using a Diamond steel roller bearing chain for carrying the paste for the lap end of the label, which is a decided improvement over any other model. They also showed their Knife Grinding Machine for grinding knives for their Morral Corn Cutter. The latter was one of the new features.

Their new improved machines all attracted a great deal of attention. Messrs. S. E. Morral, Mr. W. W. Morral, and Mr. O. G. Morral were in charge of their attractive booth in the right hand corner of the machinery hall.

HANSEN MASTER-BUILT:

Pea and Bean Filler
Conveyor Boot
Corn Cooker Filler
Fruit and Vegetable Filler
Automatic Tomato Filler
Sanitary Can Washer
Automatic Kraut Filler
Beet Topper
Gallon Fillers
Potted Meat Filler
Chili Con Carne Filler
Automatic Quality Pea Grader

Hansen Canning Machinery Corp.
Cedarburg, Wis.

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Service to machinery manufacturers and the canning industry.

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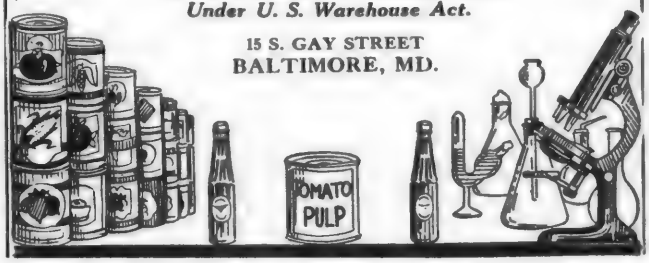


OLD FRIENDS IN A NEW HOUSE

D. D. ROWLANDS
Formerly with the Associated Seed Growers

CHAS. P. GUELF
Formerly with J. B. Rice Seed Co.

NOW OF **Continental Seed Co.**

Growers of Canners' Seeds

Toledo, Ohio

MODEL "A"

Judge Syrupers

By using the Cutler Method of applying Concentrated Syrup - the following advantages are gained, over present system of making syrups to the strength or degree required per grade:

1st. Only one strength of syrup is made - this simplifies the work of the syrup maker.

2nd. Two tanks instead of many. One pipe to syruping machines, instead of one for each grade. Reduces cost of piping, valves, leaks, cleaning, draining and sour syrup, etc.

3rd. Excess concentrated syrup is returned to supply tank by pump, this circulates the syrup, mixing same and keeps it at uniform temperature and allows use of 60, 70 or 80 degree syrup, without crystallazation or clogging of pipes.

At end of run - syrup is drained from pipes and syrup machines and returned to supply tank. Pipes and machines are flushed with hot water and first run of water, which contains sugar, is run into main mixing tank, saving this sugar at no cost of labor in cleaning up.

The concentrated syrup that is returned from syrupers, never comes in contact with the contents of the cans, is simply the overflow from the measuring cups, which is caught in the syruper bowl or tank and returned pure as it left supply tank.

There are no fruit juices or particals of fruit in the syrup, to sour or ferment. 60 deg. syrup keeps, it don't sour like lower degrees of syrup will, if held in storage.

4th. By measuring the amount of 60 deg. syrup required to give a certain cut-out, only that amount of syrup is used per can and it stays in the can - as the can is not filled full enough to overflow or tip out when passing thru exhaust.

The ounces of 60 deg. per can gives accurately the amount of sugar per case used, so you know your sugar cost per case at all times.

5th. As fruit varies season to season and even during the season, as to the amount of sugar required to maintain a uniform cut-out, the Cutler Method and Judge System allows instant changes in the amount of sugar - by putting in more or less syrup per can.

Thus it is practical to reduce for Ripe and increase for Green fruit - tray by tray or get different cut-outs - instead of having to mix special batches of syrup and special pipes to convey same to syruping machines. As only one strength of syrup is used - there is no loss of time in changing from one grade to another, as is the case now, by emptying the bowl and valves as in other machines. This gives more cans per day per line.

6th. The Water Adder - fills the cans with water and then tips them, to give desired head space. The heat of the exhaust and of the water added and the head space govern the inches of vacuum you get.

As the syrup and water do not mix - until after the cans are sealed, cooked and cooled, there is practically no loss of sugar when cans are properly filled and tipped.

Every can is filled uniformilly, no under weights.

7th. As the Judge Syrupers are designed for high speed, no vibration, automatic thruout, with Safe-T-Clutch, Never-Miss-Timer they run at any speed per minute, with no jams, waste or slack or overfilled cans. The Domes over cans have ample clearance, no mashed fruit. No plugs to enter cans. No Rubber rings to wear. No squirting from bad flanges. Steam Jet on valves and bowl prevents valves from sticking. Made of the finest bronze, material and workmanship.

E. J. JUDGE

Syrupers, Clutches and Timers,

P.O. Box 238 Alameda, Calif.

SMILE AWHILE

There is a saving grace in a sense of humor.

Relax your mind—and your body. You'll be better mentally, physically—and financially.

SEND IN YOUR CONTRIBUTION.

All are welcome.

Mrs. Damrowski—Tobias, I found this letter I gave you to mail a month ago in your gray coat.

Mr. Damrowski—I remember, I took off that coat at the time to enable you to sew on a button, and it isn't sewn on yet.

Johnny—The medicine ain't so nasty as it used to be, mommer. I'm gettin' used to it.

Mother—Did you take a whole spoonful every hour?

Johnny—No'm. I couldn't find a spoon, so I'm using a fork.

"Julia," her fater called from the top of the stairs, "did I hear a smack down there just now?"

"If you did," replied Julia, "you're a wonder. I've been hoping to hear one all evening."

Teacher—What is your father's occupation, Jimmy?

Boy—He's a worm imitator.

Teacher—What is that?

Boy—He bores holes in furniture for an antique dealer.

An El Paso man bought a second-hand flivver which he soon took back to the dealer.

Seller—What's the matter with it?

Owner—Every blamed part of it makes a noise except the horn.

A doctor was called in to see a rather testy aristocrat.

"Well, sir, what's the matter?" he asked cheerily.

"That, sir," growled the patient, "is for you to find out."

"I see," said the doctor thoughtfully. "Well, if you'll excuse me for an hour or so I'll go along and fetch a friend of mine—a veterinarian. He is the only chap I know who can make a diagnosis without asking questions.

A colored laborer, doing a hauling job, was informed that he could not get his money until he had submitted an itemized statement. After much meditation, he evolved the following bill:

"3 comes and 3 goes at 4 bits a went—$3."

Umbrella Man—Yes, ma'am, I repair and recover umbrellas.

Mrs. Gumm-Molar—Fine! Go to Mrs. Dinklespoof at 123 Tobasco Street and recover a pearl handle umbrella. When you come back I'll give you some more addresses.

"I hear you are going to marry that old Mr. Gayboy?"

"Yes, I've decided to accept him."

"You're making a mistake, my dear. He'll lead a double life."

"Well, if I don't marry him I'll lead a single life, and that is worse."

Wanted and For Sale

This is a page that must be read each week to be appreciated. You are unlikely to be interested every week in what is offered here, but it is possible you will be a dozen times in the year. If you fail to see and accept your opportunity your time is lost, together with money. Rates upon application.

For Sale—Machinery

Bargains in canning machinery.
A. K. Robins & Company, Inc.
Baltimore, Maryland

FOR SALE—Modern Plant in New Jersey; equipped for the packing of most products in tin or glass.
Address Box A-1840 care of The Canning Trade.

Wanted—Machinery

WANTED—A Chisholm-Ryder Grader to take out No. 1 sieve and No. 2 sieve stringless beans; 1 Chisholm-Ryder Grader to take out No. 3 sieve stringless beans. Give full information, including rock-bottom price.
Address Box A-1844 care of The Canning Trade.

Factory—For Rent

FOR RENT—Canning House in Harford County, Maryland. Good location.
W. Harry Magness, Fallston, Md.

For Sale—Tomatoes

FOR SALE—Two cars Fancy No. 2 Tomatoes. We solicit enquiries from quality buyers.
Yost Z. Woerner, Liverpool, N. Y.

For Sale—Seed

FOR SALE—Several thousand pounds good quality Refugee Green Bean Seed of good germination. Price 8¢ per pound f.o.b. Columbus.
Columbus Foods Corps., Columbus, Wis.

Help Wanted

WANTED—Experienced young man as Assistant Sales Manager by established Eastern canner of fruits and vegetables.
Address Box B-1843 care of The Canning Trade.

Situations Wanted

WANTED—Executive Position by Accountant experienced in canned foods, costs, statements, income tax reports, all office detail and management, correspondence. Exceptional references.
Address Box 5, Greensboro, Md.

POSITION WANTED—Young man 27 years old, wishes position as factory Superintendent. Experienced with Green Beans, Pumpkin, Corn, Tomatoes and Tomato Products. Six years served as plant manager. Know how to pack quality and manage help. Can furnish excellent references.
Address Box B-1836 care of The Canning Trade.

POSITION WANTED—As Manager or Superintendant by packer of general line of vegetables; peas, corn, tomatoes, kraut, and other lines. Wide experience in all phases of management, production and mechanics. Can give best of references.
Address Box B-1837 care of The Cannieg Trade.

POSITION WANTED—By man with 15 years experience in the pickle business. Have worked over a big portion of the United States but prefer the Pacific Coast States. Am capable of taking charge and managing the mannfacturing part, or will work under the Manager.
Address Box B-1845 care of The Canning Trade.

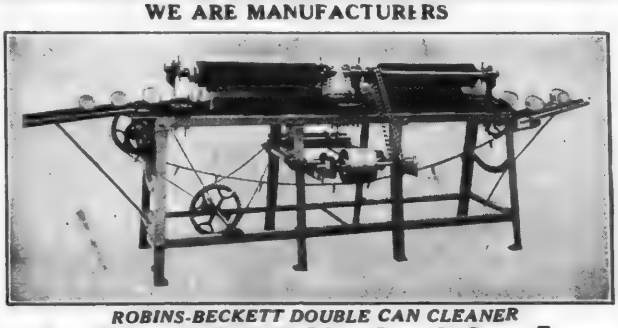
WANTED—Position as Sales Manager or Salesman; experienced in canned foods and condiments; well acquainted with entire trade in Ohio, Michigan, Illinois, Indiana, West Virginia, Pennsylvania, New York State and Maryland. Accustomed to working with brokers, appointing them, etc. Best of references.
Address Box B-1838 care of The Canning Trade.

POSITION WANTED—By man who is educated in the canning game and has had 20 years of practical experience. Married and age 42. Machinist, factory installer with a very fine personality; also a fine quality packer of all fruits and vegetables, Apple Butter and Dill Pickles, with sales ability; small town or city. In the best of health and has the best of references.
Address Box B-1839 care of The Canning Trade.

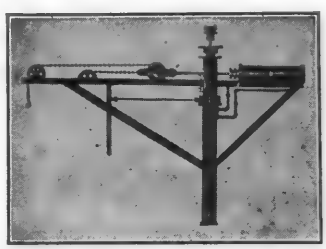
POSITION WANTED—By German, young man. High class expert in making jams, Preserves, Jellies, Pulps and Syurps. 11 years experience.
Address Box B-1841 care of The Canning Trade.

WE ARE MANUFACTURERS

ROBINS RETORT



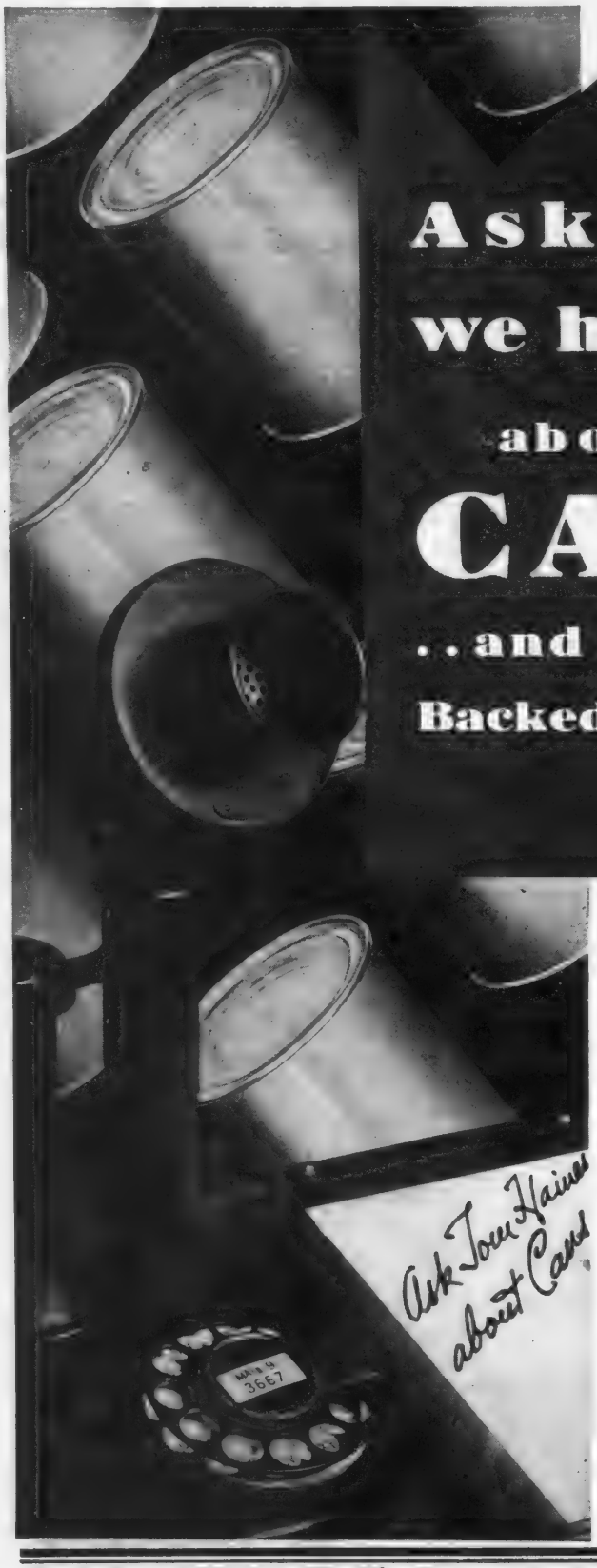
ROBINS-BECKETT DOUBLE CAN CLEANER



ROBINS CIRCLE STEAM HOIST

A. K. ROBINS & CO., Inc., Baltimore, Md.

ROBERT A. SINDALL, *President* Write for catalog HARRY R. STANSBURY, *Vice-President*



Ask Packers we have Served about these CANS!

. . and how they're Backed with Service

Packers who have used our CANS and SERVICE are satisfied. Pick up the 'phone and ask the Packer near you, whom we have served, about these SANITARY CANS and the methods we apply to back them up.

You will hear they were NEVER OUT OF CANS at any time - that trouble was prevented rather than adjusted - that Traffic and Service men were ALWAYS ON THE JOB.

These points are well to know just now - before you sign for 1932. Recall that CANS and ideal SERVICE come out to you from Baltimore, Md.

METAL PACKAGE CORPORATION

Baltimore Plant and Sales - - - - - 811 South Wolfe Street.
Executive Offices - - - - - 110 E. 42nd St., New York City.
OTHER PLANTS } Hamilton, Ohio. Chicago, Illinois.
Maspeth, New York, - Brooklyn, New York.

THE CANNING TRADE
THE Journal OF THE Canning AND Allied Industries
ESTABLISHED 1878

THE MARKETS

BALTIMORE, FEBRUARY 22, 1932

WEEKLY REVIEW

Buyers Have Gone Back to "Shopping"—Heavy Small Buying Continues—Banking Cowardice Holding Business Back, Says Senator Glass—The Annual Report of a Big Canner, and of a Big Can Company—The Market.

POSTPONED—We mentioned last week that the decided change of feeling and better desire to trade in canned foods, which set in just after the Convention, was seemingly hesitating and at least not progressing as was to be hoped. Now we have to report that it has largely all died out, and buyers and distributors have gone back to their retail-lot buying, only they call it "shopping" now. They are shopping for what little lots they take, and that never does the price level any good. And it is mighty hard on the sellers who need business, and money, and disappointing to their hopes that the market was coming back, at least a little ways, towards normal.

This does not mean that there has not been good business done, for demand has been steady for the usual small supplies, and the buyers are forced into the market often, because of the low stocks on their own floors or shelves; but they do shop, and they work and strive for the lowest possible price, and all sorts of devices are used to get the price down to that. In other words the confidence they began to show in canned foods, while not lost, is not sufficient to promote buying in a free and confident manner. They remain timid, afraid to spend money or to take any chance whatsoever. The day of better buying has been postponed.

All eyes are turned towards Washington in the hope that the measures proposed to relieve the banking situation may result in good to industry. After Senator Glass' blasting of the bankers as cowards and the trouble we are in as being due to the bankers' cowardice, may be come improvement will be felt in business circ'es. You know he told them that whereas they have over eight billion dollars of credit upon which they can draw, through the Federal Reserve, that they have used hardly five hundred millions of this; and that if they would but use the abilities at hand, and then in turn release this money into commercial and merchandising channels, the financial situation would all clear up. Senator Glass is the best posted financial man at Washington, but the banks will not follow him. Like a burned child, they are unloading their, now, worthless stocks held as collateral, upon the Government agencies for bankers' relief, and when they get themselves out of that danger, they will hide further in their shells than ever, for fear they might get burned again. That is what is making all these efforts worthless and why business is not getting the relief it needs and must have. No use cussing the buyer for not buying in carloads because he cannot buy. He either cannot tie up that cash, or cannot get the proper backing of his bank to put through the trade, and so he has to buy in small amounts and get along the best he can.

An interesting sidelight is shown in the report of the Hawaiian Pineapple Co., the leading canner of that famous groupe, in its annual report, just put out.

This report reads:

"The Hawaiian Pineapple Co., Ltd., had a net loss of $3,875,111 for the year ended December 31, 1931. This is in contrast to a profit of $2,531,346 in 1930. In the year 1929 the company's profit was $3,166,308. Gross sales in 1931 totaled $7,211,367, as against $12,237,957 in 1930 and $15,201,487 in 1929. Assets of the company at the end of 1931 are put at $28,100,021, as against $25,495,429 in 1930 and $22,556,152 in 1929."

Note that in spite of the heavy losses in the year just closed, its assets are better than in its most prosperous year.

Then there is another report, that of the Continental Can Co., which will be found interesting. It reads:

"The Continental Can Company, Inc., for the year ended December 31, 1931, earned net income of $5,670,699 after all charges and Federal taxes, equivalent to $3.27 a share on 1,732,985 shares of no-par common stock outstanding, according to the annual report issued yesterday. This compares with net earnings of $8,738,094 or $5.04 a share reported for 1930.

These earnings were in addition to $1,232,840 set aside out of operations as a special reserve against receivables in addition to the usual write-offs, the report stated.

There was also taken from earned surplus $350,000 to write down book value of the company's mortgage securities, and $50,000 from the same source for unemployment relief.

Net current assets as of December 31, including $9,225,594 of cash, were $30,706,493 after deducting reserve for Federal taxes. The ratio of current assets to current liabilities, the report pointed out, exceeded 17 to 1, compared with a ratio of 12.5 to 1 at the end of 1930. The company had no bonds or bank loans outstanding at the year-end.

Depreciation charges from earnings to care for fixed assets totaled $2,318,755 for the year, the equivalent of $1.33 per share on the stock outstanding.

Expenditures for new plants and plant improvements during the year totaled $2,904,150.

Commenting on crop conditions, O. C. Huffman, president, declared that "generally speaking canning crops for 1931 were below normal and were materially less than those of 1930. On the other hand there appears to have been no material decline in consumption of canned foods. Although the 1931 packs have moved into consumption at a lower rate than usual, a very decided improvement has been noted in recent months."

This will interest you on the can side of the question.

THE MARKET—Tomatoes—they have held their own and in fact have scored the only price change in this week's market page, and that a slight one indicating better feeling in the counties towards No. 3 tomatoes. Other than that the prices of 75c, $1.15 and $3.50 for 2's, 3's and 10's hold strongly. We have heard it said that jobbers would gladly restock but can't.

Corn shows nothing new this week. They still quote Standard at 60c to 65c, and old rumor comes in with reports of sales at 50c. Rumor is a distinctly bad thing to rely upon in this case. Make them prove it, or hand their names to the Committee that is running down these market murderers. The report of holdings as of January 1st, just at hand from the Corn Institute, is not helpful in the present situation. It places the holdings at 13,975,650 cases. Great wads of that have since passed out of canners' hands, and have gone into consumption; and there are many months to supply before new corn can be canned. Analyzed it is not bad, but it ought to give the intending corn canner something to think about in this upset and bad year.

Good stringless beans continued to be quoted too low, at 57½ to 60c. The supply, and the demand on the part of the public, for good quality beans, do not warrant any such low prices. But the canners seem to be against accepting a profit on them.

They are cleaning up the remnants of the spinach pack on the Coast, and there is very little left here. Prices remain unchanged.

Buyers in the East are still inclined to battle the peach control of the Coast and the Salmon control of the Northwest; but that is only normal. Meantime the prices on both products are holding quite well, and the few goods outside the controls are moving out, and will soon be all gone.

A well known pea canner of Wisconsin took exception to our remark last week that canned peas are in good position, asking us if we could find a pea canner who is satisfied with the situation, or who made any money on this year's output. We take the pea situation only in comparison with other canned foods, and in that light it is better.

An important consideration came to us this week, and that is in regard to the so-called fresh fruit and vegetables. It develops that in the high class residential sections of Baltimore the housewives have discarded the high priced fresh vegetables, and have turned "as a man" to canned foods, as proving entirely satisfactory and at a monetary saving. If they are doing that here, where general business conditions are better (we do not say how much) than in other sections of the country, you can bet your bottom dollar they are doing it all over the country, or soon will be doing it. Necessity is the mother of invention, and this together with the direct advertising which has now started in our dailies, they are learning the economy and real value of canned foods. This will grow, and grow rapidly, to the benefit of the whole canned foods market. The retailers welcome the change as it avoids the losses from spoilage they suffer in carrying the green stuff. It was a long lane, but we have reached the turning.

NEW YORK MARKET

By "NEW YORK STATER."
Special Correspondent of "The Canning Trade."

Market Watching the Banking Efforts — What it Means— Advancing Freight Rates Will Compel Buying of Coast Products This Week—Some Grapefruit Sales—Canned Fish Demand Better—Little Doing in Fruits.

New York, February 18, 1932.

MONEY—The Glass-Steagall bill for loosening the credit facilities of the Federal Reserve System held the spotlight in the local canned foods market this week, as in other commodity and security markets throughout the country.

The canning industry has suffered severely from stringent credit conditions which have, in many cases, resulted in flooding the market with distress offerings, disturbing the stability of the price lists and forcing prices downward.

The reception of the bill by Wall Street is evidenced by the wild trading on the New York Stock Exchange which saw stock prices shoot upward almost as sharply as they did back in the bull market was encouraging, but cannot be accepted as an accurate criterion of the bill's success.

Loosened Credit—Tightening of the credit strings on distributors as well as canners by their respective banking organizations has been a major cause of the weakness of the canned food markets during the past year, as evidenced in the constant decline in prices, trade authorities hold.

Removal of the restrictions on easy credit for reputable businesses will aid greatly in removing the fear of buyers that they, inasmuch as additional credit is not readily available, must not buy more than their immediate requirements.

The canning industry, which in the past relied mainly upon "futures" buying to finance packing, faced with the loss of this credit support and no support available from the banks has suffered severely. If the Glass bill can restore normal credit conditions to the nation's industries, the canning industry, in common with other commodities, cannot help but benefit from the inevitable higher prices, although the stimulat may prove to be, in the final analysis, largely artificial.

Shipping Rates—Advance notification by several large steamship companies operating from the Pacific Coast that they will increase freight rates to 45 cents per hundred pounds for carlots, and 70 cents for less-than-carlots, effective March 1, has placed an obstacle

in the way of the hand-to-mouth buying of California packed products that will have an important part in in restoring the largest distributors to their proper place in the distributing field.

With smaller factors in the trade encouraged in their search for lower priced products by equal freight rates from the Pacific Coast for carload, or less-than-carload lots, the ability to obtain small shipments without paying the usual premimum in higher freight rates has been an important factor in the orgy of "pee-wee" buying orders.

Although in many cases, buyers were justified in remaining on a hand-to-mouth buying policy in view of unsettled market conditions, a feeling that large-scale buying was unnecessary was growing among the larger factors. With equal prices and freight rates on both small and large orders, they argued, why take a chance on covering more than immediate needs.

Tomatoes—While little activity was noted in the market, buying in tri-state and California tomatoes sustained prices at the advanced levels recently reached.

Maryland offerings held firm, with 2s posted at 75 cents, 3s at $1.10 to $1.15 and 10s at $3.15 to $3.25, factory. Packers are united in holding at these prices and present indications are that no lower prices will be posted.

The market, although it has sustained the recent markups in tomatoes, has developed a tone of resistance towards further increases at the present time, barring unforseen occurences, such as war in the Far East.

Corn—Although buying at the present time is not heavy enough to really test the recently developed strength in Maine corn, which sent 2s to 80-85 cents, factory, some price-shading is being done by smaller canners.

As usual, the price cutting is unsettling trade confidence in the stability of the higher prices noted in recent weeks, although the offending canners are small units who need the ready cash and the bargain levels do not present a fair picture of the current prices.

Activity in corn remains quiet with offerings from other sections still available under the Maine level. Any strength in Maine corn, the trade holds, would be reflected almost immediately in higher prices for Southern and Western packed corn.

Grapefruit—With the last of the old-pack grapefruit which almost ruined the market for the new pack out of the way, sales of 1932 packed grapefruit at $1 were reported during the past week.

Florida canners, pointing out that the pack during the current season will be greatly curtailed due to the short season, hold that prices will work into higher levels within the next few weeks. The market, however, does not seem firm enough at the present time to absorb more than a small advance in this item.

Canned Fish—With the Lenten season under way, some improvement has taken place in the canned fish section of the market. Shrimp has been advanced by several southern packers, although this is the only item in this division to see price changes of any note develop.

Prices of canned salmon are holding fairly firm, with the last of the re-sale offerings now moving into distributing channels. What will develop in the price list when buyers buck-up against the salmon co-operative sales organization is unknown, although the number of independents not affiliated with the sales group may prove to be a disturbing factor in the situation, it was pointed out.

Fruits—Little action was noted in California fruits due to the supply held by second-hands which has stopped buyers from testing the strength of the peach price-control group on the Pacific Coast by entering the open market. Uncertainty over what course the pineapple packers will take on March 1, when the current scale of prices on the more popular sizes expire, also held down activity.

The trade is not as hopeful of further advances in pineapple prices on March 1, although some factors still hold that the packers will mark-up prices again on that date. The trade consensus is that they will maintain the present prices and, might possibly raise prices on some of the sizes not affected by the recent advances.

If the pineapple packers maintain the present scale of prices, regardless of whether they advance them or not, they will have aided the peach control group in their fight to hold the published price list the trade holds.

CHICAGO MARKET

By "OBSERVER."
Special Correspondent of "The Canning Trade."

Buying Efforts or Desires Throttled—Reducing Table Expenses Affects High Quality Goods—Tomatoes Strong—Corn at Sacrifice—Shortage of Sweet Peas—Kraut Higher—Buying Fruit Lightly.

Chicago, February 18, 1932.

JERKY—A series of false starts on real buying interest has marked the operations here thus far in 1932. Wholesalers generally know that merchandise is very cheap and feel that reserves now acquired can hardly lessen in value; but the uncertainties of the general business conditions seem to throw on the buying brakes each time a rally gets under way. The banks are, of course, playing an extremely conservative hand at present and that attitude outweighs every smart buyer's judgment as to the wisdom of buying or not buying.

Pioneer Meals—A big charitable movement throughout the Chicago district has brought woe to the purveyors of fancy canned foods. The underlying obligation is for all well-to-do homes to reduce their table expense to lowest possible amount and give the balance, as compared with what they have thus spent heretofore, to a fund to feed Chicago's hungry. In one suburb of 20,000 homes they are thus donating $2.00 a week apiece; other districts similarly.

Tomatoes—Additional strength seems to be evident; the statistical situation is beginning to have its effect in spite of buyers' general refusal to consider such as having much of a bearing on any market. The fact of the matter is that there is right now a very heavy consumption on tomatoes drawing against bare warehouse reserves which is forcing too many buyers into support of a situation which heretofore they have been able to somewhat disregard.

Ozark No. 2 standards now 65c; Indianas, 72½c; Marylands, 72½c to 75c.

Tomato Puree—This is really shorter than canned tomatoes and prices have advanced; good No. 1 puree now 47½c, factory; and other products made from puree base such as tomato soup, catsup, etc., also show improved prices.

Corn—A lot of it is moving out at sacrifice prices; during the continuance of present figures off retail

shelves we should be going at a consumption rate that will clean up all carryovers which were worrying us some weeks ago. But we are getting too close to spring to admit any let-up on selling pressure and unless a sudden termination of supplies develops it is hard to see much in the way of up-grade prices.

No. 2 standard corn is still quoted around 60 to 65c, factory, with occasional report of price in the 50s, which rumor is further substantiated by 5c seller corn in many cities.

Peas—An extreme shortage on sweet peas prevails; but not as heretofore accompanied by much of any price advance. The public is of no mind to support price increases; sweet peas are just simply erasing themselves from the grocery picture for the next five months.

No. 2 standard 4 Alaskas are now worth 85c to 90c, No. 3 sieve can be found at almost same price and No. 4's are really about cleaned up.

If pea canners will adopt and follow a sensible limitation program for 1932 they need not worry about their business being again on a sound foundation.

Kraut—Higher prices now apply generally; the general bearishness which prevailed on canned goods everywhere during recent months got in its depressing influence on kraut despite its statistical strength; but the product is now coming into better favor on price and it is hard to find any good No. 2½s at less than 72½c to 75c, factory.

Another stretch of cold weather will direct renewed attention to this type of food.

Evaporated Milk—There is much difficulty encountered among those who want rush delivery; we hear of considerable reselling between canners in an effort of those who are badly short to cover their needs even if at a slight loss in some cases.

The general basis among independents is now 35c case under advertised brands and in most cases where quotations carry any greater spread it is for considerably deferred shipment.

California Fruits—Buying from coast shippers continues very desultory; those jobbers who are running low on stocks prefer to be out rather than load up with supplies at the "peach control" basis while their competitors still sell cheap goods. It would appear that the situation has got to work a quite thorough clean-up of stocks before buying will be enlisted at the new levels.

It is reported that the "Fruits for Salad" packers in California are now planning a get-together same as the peach control program.

GULF STATES MARKET

By "BAYOU,"
Special Correspondent of "The Canning Trade."

Shrimp Canneries Close Down Until Next Fall—Demand For Shrimp Good—Prices Hold Firm—Oyster Pack Light—Demand Fair—Prices Within Reach of Majority of Consumers.

Mobile, Ala., February 18, 1932.

SHRIMP—The canning of shrimp has been stopped in this section and there will hardly be any more shrimp canned to amount to anything until next Fall, as the Spring shrimp pack in this section does not usually amount to much, because the supply is very limited, though of very good quality, being large and fancy.

There have been seasons of heavy supply in the Spring and a good pack, yet this is the exception, rather than the rule.

Mississippi and Louisiana have a closed season on shrimp in the winter, which prohibits the factories from canning them, but due to the unemployment situation, the State authorities were somewhat lax in enforcing the closed season this winter and it is said shrimp were canned a short while during the closed season.

Alabama has no closed season on shrimp in the winter, but no shrimp have been canned here in the last sixty days, as the canneries have been devoting their entire time to packing oysters. So it has worked out that those who could can shrimp, have not, and those that should not, have, hence the old "Adam and Eve" weakness of disobedience seems to be very pronounced in this case. However, it was done for a good purpose and charity covers a multitude of sins.

It has been reported that two or three of the Mississippi factories that canned shrimp recently, advanced the price $1.00 per barrel to the fishermen and this was probably done because they though the demand and the selling price warranted it or they were anxious to get shrimp and they figured that by offering the fisherman an inducement, they would knock off oystering and go to shrimping.

Whatever the reason for it may have been, the fact remains that it is not healthy to boost the cost of a pack on the least sign of business improvement, because the buying stops abruptly and stays stopped indefinitely after the immediate wants of the trade are supplied, therefore if the canner is caught with a good surplus stock on hand when the market slumps, it's just too bad.

Lent is on and while we have a right to expect a good movement of canned seafoods, yet let's don't put the mark too high so that we may not be disappointed if it does not reach that point, but rather place the mark low, to conform with the times and if it goes over the top, it will be so much better.

While it is true that shrimp have been sold pretty cheap this Fall, yet the reputable packers have been able to keep their prices pretty close to $1.10 per dozen for No. 1 Medium, and $1.25 per dozen for No. 1 Fancy, f. o. b. factory, and the movement of canned shrimp has started very satisfactory this Lent.

Oysters—The oyster pack slowed down considerably this past week, due to the Mardi Gras festivities that has caused the oyster labor to knock off for the celebration and also due to the fact that some of the oyster factories have shut down for the season.

There were not many canneries running, so when one or two shut down now, they're missed very much and things soon get mighty dull in the communities that are depending on them for a support.

The cove oyster pack in this section will no doubt turn out to be a light one, even subnormal for depressed times, because the canners have not wandered very far beyond the orders that they had booked and it shows mighty good judgment on their part.

The closer production is held to consumption nowadays, the better chances a firm has of surviving depression, because there is no such a thing as demand without consumption now. They don't travel separated any more, as there is no demand until the goods are consumed.

There was a time when jobbers and dealers would stock up and create a demand, even when consumption was low, but such is not the case any more and the buying is done in a strictly hand-to-mouth method, thus eliminating "demand" and producers have to deal directly with actual consumption. Under the circumstances, producers have to watch and study the market more closely, which is a tremendous undertaking in the raw material end of production where there are so many producing for the same channel of commerce. Of course, in the manufacture and the turning out of the finished product, it is easier to control production.

The price of cove oysters is well within the reach of all and while some lots have been closed out at very low prices, yet a 70c per dozen for five ounce cans and $1.40 per dozen for ten ounce cans, f. o. b. factory, is pretty well being maintained.

CALIFORNIA MARKET

By "BERKELEY,"
Special Correspondent of "The Canning Trade."

Improvement Coming to Farming and Canning—Further Declines in Prices Not Expected — Varying Opinions on the Peach Situation—Not Much Interest in Apricots—Cleaning up Spinach—Good Business on Peas—Buying Tomatoes Better

San Francisco, February 18, 1932.

IMPROVING—Although recovery from present low levels of consumer purchasing power in the United States may be slow, a careful study of national and international economic conditions leads to the belief that some improvement in the status of the farming industry, and likewise the canning industry, is on the way. This, in substance, makes up the Fourth Annual Agricultural Outlook for California, prepared by experts of the University of California and released through the agricultural extension service, college of agriculture. It is set forth that stocks of consumer's goods, which had accumulated at the beginning of the depression, have already been largely depleted. Low levels of production in 1931 indicate that stocks in retail channels are extremely small. Need for replenishing stocks and for providing current requirements are expected to stimulate industrial production in many lines in the near future. Even though the general price level may not rise materially, employment and pay rolls may be expected to increase and demand for agricultural products to improve, the report emphasizes.

"Further rapid decline in the general level of wholesale prices of all commodities in the near future," says the report, "does not seem probable, and some increases may be expected in 1932 or 1933. If wholesale prices cease to decline, the spread between prices farmers receive for their products, and prices they pay for commodities and services may be expected to become smaller. Even if wholesale prices do not increase, prices received by farmers for their products may be expected to recover part of the amount by which the decline in such prices has exceeded that of wholesale prices of all commodities, as soon as business conditions and demand improve."

One of the purposes of the annual Agricultural Outlook is to assist farmers in adjusting their production to market demands. As far as foreign demand for California agricultural products is concerned, the opinion is expressed that this cannot be expected to be better for 1932 than for 1931, and may not be as good. Low purchasing power, unsatisfactory foreign exchange and retaliatory tariff measure are cited as adverse conditions. Adjustments of acreages, or harvesting, as in the case of fruits, alone cannot assure satisfactory profits for farmers, it is pointed out. Reductions in costs, improvements in quality, and efficiency in marketing are also important considerations.

The report was prepared with all farm products in mind but it could scarcely have been more specific or true had it been put out as a survey of the farming division serving canners, or the canning industry itself.

Peaches—One can pick up a wide variety of information concerning the progress of the cling peach stabilization plan, opinions varying with the desires of those interviewed. Those who prefer to see prices at a very low level, with the market disorganized, advise that it is still possible to pick up lots well below last year's opening prices and contend that the plan is a failure. Others point out the fact that very little fruit is now to be had at concessions, that the concessions are not as marked as a few weeks ago and that holders are fewer. These hold that the plan is succeeding and that its success will be more marked as time goes on.

Apricots—More interest is being shown in canned apricots than in some time, particularly on some of the grades in No. 10s, which are getting rather scarce. The talk of higher prices has not materialized and the trade is commencing to realize that this is a season when a scarcity of a size or grade does not necessarily mean an advance. When an item gets scarce the demand simply switches to another.

Spinach—The trade is making special efforts to clean up surplus stocks of spinach of the 1930 and 1931 pack and is inclined to offer concessions where orders get into hundred case lots. Some packers are getting $1.05 for the No. 2 size, which has become so popular, but much of the business of late has been at $1, and some sales are being made at 90 cents. Wet weather interfered somewhat with planting and no figures are available as to the acreage, but it is known that this has been held down.

Peas—A good business is being booked on peas, but the demand is largely in the lower grades. As these become cleaned up, more interest will undoubtedly be taken in the smaller sieves. New crop peas promise to come on the market rather later than usual in California, owing to the heavy rains and cold weather.

Tomatoes—Orders for tomatoes are running to larger lots than in recent months and there is very little difference between the prices of California packers. Here is one article that no one seems to be willing to offer at concessions. No one can be located who is offering No. 2½ standards at less than 95 cents a dozen, while on the other hand no one is asking more than $1. In solid Pack, the minimum quotation for this size is $1.50, with some holding for $1.55.

Pushing Salmon—A drive to move two million cases of canned salmon between now and July 1, when the new pack will commence to make its appearance, has been launched by the Pacific Salmon Sales Corporation, of which Dixie Fleager, of Seattle, is manager. This will leave a carryover of but about one million cases.

CANNED FOOD PRICES

Prices given represent the *lowest* figure generally quoted for lots of wholesale size, usual terms f. o. b. Baltimore (unless otherwise noted) and subject to the customary discount for cash. Many canners get higher prices for their goods; some few may take less for a personal reason, but these prices represent the general market at this date.

Baltimore figures corrected by these Brokers: ‡Thomas J. Meehan & Co., *Howard E. Jones & Co., §Harry H. Mahool & Co.
New York prices corrected by our Special Correspondent. †In column headed "N. Y." indicates f. o. b. factory.

Canned Vegetables

	Balto.	N.Y.
ASPARAGUS* (California)		
White Mammoth, No. 2½	.....	3.75
Peeled, No. 2½	.....	.....
Large, No. 2½	.....	3.60
Peeled, No. 2½	.....	4.60
Medium, No. 2½	.....	3.25
Green Mammoth, No. 2½	.....	3.25
Medium, No. 2½	.....	.....
Small, No. 2½	.....	.....
Tips, White, Mammoth, No. 1 sq.	.....	3.50
Small, No. 1 sq.	.....	2.85
Green Mammoth, No. 1 sq.	.....	3.10
Small, No. 1 sq.	.....	2.70
BAKED BEANS‡		
16 oz.	.50	.....
No. 2½	1.00	.....
No. 10	3.00	.....
BEANS‡		
Stringless Stand. Cut Green, No. 2	.60	.57½
Standard Cut Green, No. 10	3.50	3.00
Standard Whole Green, No. 2	.90	.95
Standard Cut Wax, No. 2	.75	.....
Standard Cut Wax, No. 10	3.50	.....
Red Kidney Standard, No. 2	.75	.....
Standard, No. 10	3.75	.....
LIMA BEANS‡ (F. O. B. Factory)		
No. 2 Tiny Green	1.40	1.50
No. 10	7.50	.....
No. 2 Medium Green	1.20	.....
No. 10	6.00	.....
No. 2, Green and White	.80	.....
No. 10	4.50	.....
No. 2, Fresh White	.65	.65
No. 10	3.50	.....
Soaked, No. 2	.70	.....
BEETS‡		
Baby, No. 2	1.40	.....
Whole, No. 2	1.10	.....
Whole, No. 3	1.10	.....
Whole, No. 10	3.50	4.00
Cut, No. 2	.75	.90
Cut, No. 10	2.85	.....
Diced, No. 10	3.75	.....
CARROTS‡		
Standard Sliced, No. 2	.75	.....
Sliced, No. 10	3.50	.....
Standard Diced, No. 2	.65	.....
Diced, No. 10	3.25	.....
CORN‡		
Golden Bantam, Fancy, No. 2	.....	.85
Extra Standard, No. 2	.....	.....
Extra Standard, No. 10	.....	.....
Shoepeg, Fancy, No. 2	.77½	.....
Extra Standard, No. 2	.65	.....
Standard, No. 2	.60	.65
Standard, No. 10	.....	.....
Crushed, Fancy, No. 2	.80	.....
Extra Standard, No. 2	.65	.....
Standard, No. 2	.60	.60
Standard, No. 10	3.85	4.25
HOMINY‡		
Standard Split, No. 3	1.00	.....
Split, No. 10	3.00	.....
MIXED VEGETABLES‡		
Standard No. 2	.82½	.....
No. 10	4.25	.....
Fancy, No. 2	1.05	.....
No. 10	5.00	.....
OKRA AND TOMATOES‡		
Standard, No. 2	1.00	.....
No. 10	.....	.....
PEAS‡		
Petit Pois, 1s	.72½	.....
No. 2 Fancy Sweets, 2s	.....	1.65
No. 3 Fancy Sweets, 2s	.....	1.60
No. 4 Fancy Sweets, 2s	.....	1.25
No. 5 Fancy Sweets, 2s	.....	1.20
No. 5 Std. Sweets, 2s	.....	1.00
No. 4 Early June, 1s	.....	.85
No. 1 Std. Alaskas, 2s	1.20	.....
No. 2 Std. Alaskas, 2s	1.05	.....
No. 3 Std. Alaskas, 2s	.95	1.00
No. 4 Std. Alaskas, 2s	.90	1.05
No. 2 Std. Alaskas, 10s	.....	.....
No. 3 Std. Alaskas, 10s	5.25	5.25
No. 4 Std. Alaskas, 10s	5.00	5.00
PUMPKIN‡		
Standard, No. 2½	.90	†.90
No. 3	1.00	†.95
No. 10	3.00	†3.00

CANNED VEGETABLES—Continued

	Balto.	N.Y.
SAUER KRAUT‡		
Standard, No. 2	.....	.....
No. 2½	.80	.82½
No. 3	.85	.85
No. 10	2.55	2.65
SPINACH‡		
Standard, No. 2	.75	.75
No. 2½	1.15	.....
No. 3	1.20	1.15
No. 10	3.50	3.50
SUCCOTASH‡		
Standard Green Corn, Fresh Limas, No. 2	.90	.....
Standard Green Corn, Dried Limas, No. 2	.90	.....
(Triple) No. 2 (with tomatoes)	1.10	.....
SWEET POTATOES‡		
Standard, No. 2, F. O. B. factory	.75	.....
No. 2½	1.00	.90
No. 3	1.10	.....
No. 10	3.00	3.00
TOMATOES‡		
Extra Standard, No. 1	.57½	.....
F. O. B. County	.55	.52½
No. 2	.85	.....
F. O. B. County	.80	.....
No. 3	1.25	.....
F. O. B. County	1.20	.....
No. 10	3.50	.....
F. O. B. County	3.40	.....
Standard, No. 1	.55	.....
F. O. B. County	.52½	.....
No. 2	.75	.75
F. O. B. County	.72½	.....
No. 3	1.15	.....
F. O. B. County	1.12½	1.12½
No. 10	3.35	.....
F. O. B. County	3.20	3.25
TOMATO PUREE‡ (F. O. B. Factory)		
Standard, No. 1, Whole Stock	.40½	.40½
No. 10, Whole Stock	2.50	2.25
Standard, No. 1 Trimmings	.40	.....
No. 10 Trimmings	2.00	.....

Canned Fruits

APPLES* (F. O. B. Factory)		
Maine, No. 10	.....	.....
Michigan, No. 10	.....	.....
New York, No. 10	.....	.....
Pennsylvania, No. 10, water	2.75	.....
Pa., No. 3	.....	.....
Pa., No. 10, solid pack	2.90	.....
APRICOTS* (California)		
Standard, No. 2½	1.60	1.40
Choice, No. 2½	1.80	1.65
Fancy, No. 2½	.....	.....
BLACKBERRIES*		
Standard, No. 2	.....	.....
No. 3	.....	.....
No. 10, water	4.00	.....
No. 2, Preserved	.....	.....
No. 2, in Syrup	.....	.....
BLUEBERRIES*		
Maine, No. 2	.....	1.60
No. 10	5.50	4.50
CHERRIES*		
Standard Red, Water, No. 2	.....	.....
White Syrup, No. 2	.....	.....
Extra Preserved, No. 2	.....	.....
Red Pitted, No. 10	4.50	.....
California Standard, 2½	.....	1.90
Choice, No. 2½	.....	2.25
Fancy, No. 2½	.....	2.50
GOOSEBERRIES*		
Standard No. 2	.....	.....
No. 10	.....	.....
GRAPE FRUIT*		
½ oz.	.55	.....
No. 2	1.10	1.00
No. 5	3.30	4.25
No. 1 Juice	.75	.....
No. 5 Juice	3.25	.....
PEARS*		
Standards, Keifer No. 2, in syrup	.95	.....
Fancy, No. 2½	1.50	.....
California Bartletts, Standard 2½	2.40	1.75
Fancy	.....	2.15
Choice	2.75	1.95
Standard No. 10	6.50	6.25

CANNED FRUITS—Continued

	Balto.	N.Y.
PEACHES*		
California Standard, No. 2½, Y. C.	1.35	1.40
Choice, No. 2½, Y. C.	1.45	1.55
Fancy, No. 2½, Y. C.	.....	.....
Extra Sliced Yellow, No. 1	.85	.....
Seconds, Yellow, No. 3	.....	.....
Pies, Unpeeled, No. 3	.....	.....
Peeled, No. 10	4.25	.....
PINEAPPLE*		
Hawaiian Sliced, Extra, No. 2½	1.60	1.45
Sliced Standard, No. 2½	1.50	1.30
Sliced, Extra, No. 2	.....	1.15
Sliced Standard, No. 2	.....	1.00
Shredded, Syrup, No. 10	.....	.....
Crushed, Extra, No. 10	5.25	4.25
Eastern Pie, Water, No. 10	.....	.....
Porto Rico No. 10	.....	.....
RASPBERRIES*		
Black Water, No. 2	.....	.....
Red, Water, No. 2	.....	.....
Black, Syrup, No. 2	.....	.....
Red, Syrup, No. 2	.....	.....
Red, Water, No. 10	.....	.....
STRAWBERRIES‡		
Preserved, No. 1	.....	.....
Preserved, No. 2	.....	.....
Extra, Preserved, No. 1	.....	.....
Extra, Preserved, No. 2	.....	.....
Standard Water, No. 10	.....	.....
FRUITS FOR SALAD*		
Fancy, No. 2½	2.50	.....
No. 10s	9.50	.....

Canned Fish

HERRING ROE*		
10 oz.	.75	.....
17 oz.	.80	.....
19 oz.	1.00	.....
LOBSTER*		
Flats, 1-lb. cases, 4 doz.	.....	.....
½-lb. cases, 4 doz.	.....	3.25
¼-lb. cases, 4 doz.	.....	1.60
OYSTERS*		
Standards, 4 oz.	.....	.....
5 oz.	1.00	†1.10
8 oz.	.....	.....
10 oz.	2.00	†2.20
Selects, 6 oz.	2.25	.....
SALMON§		
Red Alaskas, Tall, No. 1	2.45	2.35
Flat, No. ½	1.70	.....
Cohoes, Tall, No. 1	1.85	.....
Flat, No. 1	.....	.....
Flat, No. ½	.....	.....
Pink, Tall, No. ½	.77½	.85
Pink, Tall, No. 1	.97½	.....
Sockeye Flat, No. 1	3.35	.....
Flat, No. ½	.75	.....
Chums, Tall	.92½	.97½
Medium, Red, Tall	2.00	.....
SHRIMP§		
Dry, No. 1	1.40	.....
Wet, No. 1, Large	1.25	1.00
SARDINES§ (Domestic), per case		
¼ Oil, keyless	.....	†3.15
¼ Oil, keys	.....	†3.90
¼ Oil, Tomato, Carton	.....	†4.20
¼ Oil, carton	.....	†4.20
¼ Mustard, Keyless	.....	†3.20
¾ Mustard, Keyless	.....	†3.00
California Oval, No. 1, 48's	3.00	†2.95
TUNA FISH§ (California), per case		
White, ½s	.....	8.50
White, 1s	.....	13.00
Fine Fin, ½	.....	6.75
Blue Fin, 1s	.....	12.50
Striped, ¼	3.60	.....
Striped, ½s	4.65	6.25
Striped, 1s	8.25	11.50
Yellow, ¼s, Fancy	4.65	.....
Yellows, ½s, Fancy	7.30	6.50
Yellow, 1s	13.65	12.50

WHERE TO BUY

—— the Machinery and Supplies you need, and the Leading Houses that supply them. Consult the advertisements for details.

ADJUSTER, for Chain Devices.

Hamachek Mach. Co., Kewaunee, Wis.

Apple Paring Machines. See Paring Mach.

BEAN SNIPERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.

BEET MACHINERY.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.

Baskets, Wire, Scalding, Pickling, etc. See Cannery Supplies.

BEETS, Carrier, Rubber, Wire, Etc.

Berlin-Chapman Co., Berlin, Wis.
La Porte Mat and Mfg. Co., La Porte, Ind.

Bean Cleaners. See Clean and Grad. Mach.

Beans, Dried. See Pea and Bean Seed.

BLANCHERS, Vegetable and Fruit.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Blowers, Pressure. See Pumps.

BOILERS AND ENGINES, Steam.

Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Slaysman & Co., Baltimore.

BOOKS, on Canning, Formula, Etc.

A Complete Course in Canning.
How to Buy and Sell Canned Foods.
A History of the Canning Industry.
The Almanac of the Canning Industry.
All published by The Canning Trade, Baltimore.

Bottle Caps. See Caps.

Bottle Cases, Wood. See Boxes, Crates.

Bottle Corking Machines. See Bottlers Mchy.

BOTTLERS' MACHINERY.

Ayars Mach. Co., Salem, N. J.

BOXES, Corrugated Paper.

Hinde & Dauch Paper Co., Sandusky, O.

BOX (Corrugated) SEALING MACHINES.

A. K. Robins & Co., Inc., Baltmire.

Boxes, Corrugated Paper. See Cor. Paper Prod.

BOXES, Lug, Field, Metal.

Berlin-Chapman Co., Berlin, Wis.

BOXING MACHINES.

BROKERS.

Phillips Sales Co., Cambridge, Md.

Buckets and Pails, Fiber. See Corr. Paper Products.

Buckets and Pails, Metal. See Enameled Buckets.

Buckets, Wood. See Cannery Supplies.

BURNERS, Oil, Gas Gasoline, Etc.

A. K. Robins & Co., Ins., Baltimore.

BY-PRODUCTS, Machinery.

Edw. Renneburg & Sons Co., Baltimore.

Cabbage Machinery. See Kraut Mchy.

CANNERS, Fruits and Vegetables, Etc.

California Packing Corp., San Francisco.

CAN COUNTERS.

Ayars Mach. Co., Salem, N. J.

Can Conveyors. See Conveyors and Carriers.

Can Fillers. See Filling Machines.

CAN MAKERS' MACHINERY.

E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago.
Slaysman & Co., Baltimore.

Can Markers. See Stampers and Markers.

CANS, Tin, All Kinds.

American Can Co., New York City.
Continental Can Co., New York City.
Heekin Can Co., Cincinnati, O.
Metal Package Corp., New York-Baltimore.
Phelps Can Co., Baltimore.
Phillips Can Co., Cambridge, Md.

CAN OPENERS.

Vaughn Novelty Mfg. Co., Inc., Chicago.

CAN WASHING MACHINES.

Hansen Cang. Mchy. Corp., Cedarburg, Wis.

CANNERY SUPPLIES.

Ayars ach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. R bins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Slaysman & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Can Stampers. See Stampers and Markers.

CAPPING MACHINES, Soldering.

Ayars Mach. Co., Salem, N. J.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Capping Steels, Soldering. See Cannery Sup.

CARRIERS AND CONVEYORS, Gravity.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Cartons. See Corrugated Paper Products.

Catsup Machinery. For the preparatory work: see Pulp Mchy; for bottling: see Bot. Mchy.

Chain Belt Conveyors. See Conveyors.

Chain for Elevating, Conveying. See Conveyors.

Checks, Employers' Time. See Stencils.

Chutes, Graviety, Spiral. See Carriers.

CLEANING AND GRADING MACHY., Fruit.

Berlin-Chapman Co., Berlin Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Cleaning and Washing Machines, Bottle. See Bottlers' Machinery.

Cleaning Machines, Can. See Can Washers.

CLOCKS, Process Time.

Ayars Mach. Co., Salem, N. J.
Sprague-Sells Corp., Hoopeston, Ill.

CLOSING MACHINES, Open Top Cans.

E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago, Ill.
Slaysman & Co., Baltimore.

Coils, Copper. See Copper Coils.

Condensed Milk Canning Machinery. See Milk Condensing Machinery.

CONVEYORS AND CARRIERS, Canners.

Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

COOKERS, Continuous, Agitating.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Sprague-Sells Corp., Hoopeston, Ill.

Cookers, Retort. See Kettles, Process.

COOLERS, Continuous.

Berlin-Chapman Co., Berlin, Wis.
Sprague-Sells Corp., Hoopeston, Ill.

COPPER COILS, for Tanks.

Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Copper Jacketed Kettles. See Kettles, Copper.

CORN COOKER-FILLERS.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

CORN CUTTERS.

Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

CORN SHAKERS.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.

CORN HUSKERS AND SILKERS.

Berlin-Chapman Co., Berlin, Wis.
Morral Bros., M rral, Ohio.
Sprague-Sells Corp., Hoopeston, Ill.

Corn Mixers and Agitators. See Corn Cooker Fillers.

CORRUGATED FIBRE SHIPPING CASES.

Hinde & Dauch Paper Co., Sandusky, O.

CORRUGATED PAPER PRODUCTS (Boxes, Bottle Wrappers, Etc.).

Hinde & Dauch Paper Co., Sandusky, O.
U. S. Prt. & Litho. Co., Cincinnati, O.

Counters. See Can Counters.

Countershafts. See Speed Reg. Devices.

CRANES AND CARRYING MACHINES.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

CRATES, Iron Process.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Cutters, Corn. See Corn Cutters .
Cutters, Kraut. See Kraut Machinery.
Cutters, String Bean. See String Bean Mchy.

CUTTERS, Vegetable, Mincemeat, Etc.

Burton, Cook & Co., Rome, N. Y.

CULTURES, Inoculation.

Straburger & Siegel, Baltimore.

DECORATED TIN (or Cans, Caps, Etc.).

American Can Co., New York City.
Continental Can Co., New York City.

Dies, Can. See Can Makers' Mchy.

Double Seaming Machines. See Closing Mach.

DRYERS, Drying Machinery.

Edw. Renneburg & Sons Co., Baltimore.
Slaysman & Co., Baltimore.

Employers' Time Checks. See Stencils.

ENAMELED BUCKETS, PAILS, Etc.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Engines, Steam. See Boilers and Engines.

Enamel-Lined Kettles. See Tanks.

EVAPORATING MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.

EXHAUST BOXES.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Factory Stools. See Stools.

Factory Supplies. See Cannery Supplies.

FACTORY TRUCKS.

Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

FIBRE CONTAINERS for Food(not hermetically sealed).

American Can Co., New York City.
Continental Can Co., New York City.
U. S. Prt. & Litho. Co., Cincinnati, Ohio.

FIBRE PRODUCTS, Boxes, Boxboards, Etc.

Hinde & Dauch Paper Co., Sandusky, O.
U. S. Printing & Litho. Co., Cincinnati, Ohio.

Fillers and Cookers. See Corn Cooker-Fillers.

Filling Machines, Bottles. See Bottlers' Mchy.

FILLING MACHINES, Can.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Filling Machine, Syrup. See Syruping Mach.

WHERE TO BUY---*Continued*

FINANCING AND WAREHOUSING.

Guardian Warehousing Co., Chicago.
Wakem & McLaughlin, Chicago.

FINISHING MACHINES, Catsup, Etc.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Friction Top Cans. See Cans, Tin.
Fruit Graders. See Clean. & Grad. Mchy., Fruit.
Fruit Parers. See Paring Machines.
Fruit Presses. See Cider Makers' Machinery.
Gasoline Firepots. See Cannery Supplies.

GENERAL AGENTS for Machinery Mfrs.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Generators, Electric. See Motors.

GLASS-LINED TANKS.

Sprague-Sells Corp., Hoopeston, Ill.
Governors, Steam. See Power Plant Equipment.
Gravity Carriers. See Carriers and Conveyors.
Green Corn Huskers. See Corn Huskers.
Green Pea Cleaners. See Clean. and Grad. Mchy.
Hoisting and Carrying Machines. See Cranes.
Hullers and Viners. See Pea Hullers.
Huskers and Silkers. See Corn Huskers.

INOCULATION, for Peas, Etc.

Strasburger & Siegel, Baltimore.

INSURANCE, Canners.

Canners' Exchange, Lansing B. Warner, Chicago.
Jacketed Kettles. See Kettles, Copper.

JACKETED PANS, Steam.

F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Hoopeston, Ill.

KETTLES, Copper, Plain or Jacketed.

A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Kettles, Enameled. See Tanks, Glass-Lined.

KETTLES, Process.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

KNIVES, Miscellaneous.

A. K. Robins & Co., Inc., Baltimore.

KRAUT CUTTERS.

A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

KRAUT MACHINERY.

Hansen Cang. Mchy. Corp., Cedarburg, Wis.

LABELING MACHINES.

Morral Bros., Morral, Ohio.
Sprague-Sells Corp., Hoopeston, Ill.
Westminster Mach. Works, Westminster, Md.

LABEL MANUFACTURERS.

Gamse Litho Co., Baltimore, Md.
R. J. Kittredge & Co., Chicago.
National Color Printing Co., Baltimore, Md.
Simpson & Doeller Co., Baltimore.
U. S. Printing and Litho. Co., Cincinnati.

LABORATORIES, for Analyses of Goods, Etc.

National Canners Assn., Washington, D. C.
Strasburger & Siegel, Baltimore.
Markers, Can. See Stampers and Markers.
Marmalades, Machinery. See Pulp Machinery.

MILK CONDENSING AND CANNING MCHY.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Molasses Filling Machines. See Filling Mach.

OYSTER CANNERS' MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.
Packers' Cans. See Cans.
Pails, Tubs, etc., Fibre. See Fibre Cont.
Paper Boxes. See Currog. Paper Products.

PARING MACHINES.

Sinclair-Scott Co., Baltimore.

PASTE, CANNERS'.

A. K. Robins & Co., Inc., Baltimore.

PEA AND BEAN SEED.

Associated Seed Growers, Inc., New Haven, Conn.
Gallatin Valley Seed Co., Bozeman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.
Rogers Bros. Seed Co., Chicago.

PEA CANNERS' MACHINERY.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
Continental Seed Co., Toledo, Ohio.
F. Hamachek Mach. Co., Kewaunee, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Scott Viner Co., Columbus, O.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PEA HULLERS AND VINERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.
Scott Viner Co., Columbus, O.

PEA VINE FEEDERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.

PECTIN, Apple, Powdered.

Speas Mfg. Co., Kansas City, Mo.

PEELING KNIVES.

A. K. Robins & Co., Inc., Baltimore.
Peach and Cherry Pitters. See Fruit Pitters.

PEELING MACHINES.

A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

PEELING TABLES, Continuous.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Perforated Sheet Metal. See Sieves and Screens.
Picking Boxes, Baskets, Etc. See Baskets.
Picking Belts and Tables. See Pea Can. Mchy.

PINEAPPLE MACHINERY.

Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.
Platform and Wagon Scales. See Scales.
Picking Belts and Tables. See Pea Machinery.
Power Presses. See Can Makers' Machinery.
Power Transmission Machinery. See Power Plant Equipment.

PRESERVERS' MACHINERY.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PULP MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PUMPS, Air, Water, Brine, Syrup.

A. K. Robins & Co., Inc., Baltimore.
Slayman & Co., Baltimore.
Retort Crates. See Kettles, Process.
Rubber Stamps. See Stencils.
Saccharometers (syrup testers). See Cany. Sup.

SALT DISTRIBUTINIG MACHINE.

F. H. Langsenkamp Co., Indianapolis, Ind.

SEALING MACHINES, Box.

A. K. Robins & Co., Inc., Baltimore.
Sanitary (open top) Cans. See Cans.
Sardine Knives and Scissors. See Knives.

SCALDERS, Tomato, Etc.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Scalding and Picking Baskets. See Baskets.
Sealing Machines, Bottles. See Bottlers' Mchy.

SEEDS, Canners', All Varieties.

Associated Seed Growers, Inc., New Haven, Conn.
Continental Seed Co., Toledo, Ohio.
Gallatin Valley Seed Co., Bozman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.
Rogers Bros. Seed Co., Chicago.
Separators. See Pea Canning Mchy.
Sealing Machines, Cans. See Closing Machines.

SHEET METAL WORKING MACHINERY.

E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago, Ill.
Slaysman & Co., Baltimore.

SEIVES AND SCREENS.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

SILKING MACHINES, Corp.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Sorters, Peas. See Cleaning and Grading Mchy.

SPEED REGULATING DEVICES (for Machines, Belt Drives, etc.).

Berlin-Chapman Co., Berlin, Wis.
Sinclair-Scott Co., Baltimore.
Supply House and General Agents. See General Agents.

STAMPERS AND MARKERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
Steam Jacketed Kettles. See Kettles.
Steam Retorts. See Kettles, Process.

STENCILS, Marking Pots and Brushes, Brass Checks, Rubber and Steel Type, Burning Brands, Etc.

A. K. Robins & Co., Inc., Baltimore.

STIRRERS FOR KETTLES.

F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Hoopeston, Ill.

STRING BEAN MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
Burton Cook & Co., Rome, N. Y.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

SYRUPING MACHINES.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
E. J. Judge, Alameda, Calif.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Tables, Pickling. See Canners' Machinery.

TANKS, Metal.

Berlin-Chapman Co., Berlin, Wis.
Slaysman & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

TANKS, Glass Lined, Steel.

Sprague-Sells Corp., Hoopeston, Ill.

TANKS, Wooden.

Sprague-Sells Corp., Hoopeston, Ill.
Testers, Can. See Can Makers' Machinery.
Ticket Punches. See Stencils.

TOMATO CANNING MACHINERY.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

TOMATO PEELING MACHINE.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.

TOMATO WASHERS.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Variable Speed Countershafts. See Speed Reg.

VINERS AND HULLERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
Frank Hamachek Mach. Co., Kewaunee, Wis.

WAREHOUSING AND FINANCING.

Guardian Warehousing Co., Chicago.
Wakem & McLaughlin, Chicago.
Washers, Bottles. See Bottlers' Machinery.

WASHERS, Can and Jar.

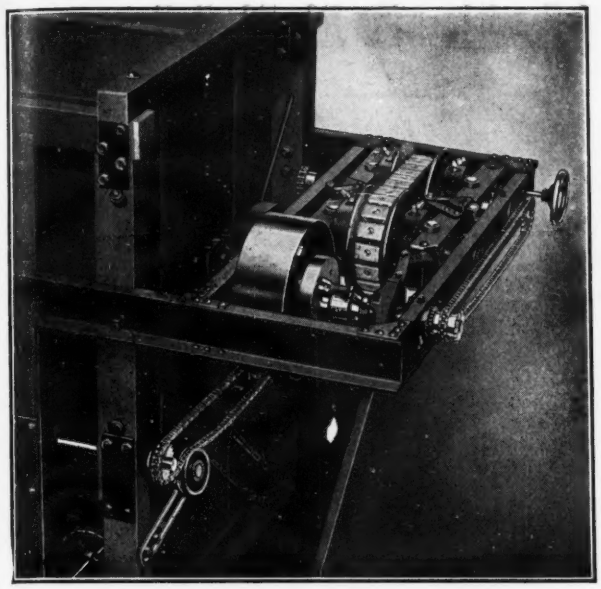
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarbug, Wis.
A. K. Robins & Co., Inc., Baltimore.

WASHERS, Fruit, Vegetables.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Washing and Scalding Baskets. See Baskets.
Windmills and Water Supply System. See Tanks, Wood.

WRAPPERS, Corrugated, Bottle.

Hinde & Dauch Paper Co., Sandusky, O.



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